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MEMORANDUM FOR ACS Research and Evaluation Advisory Group

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Chief, American Community Survey Office

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Subject: ACS Messaging Research: Refinement Survey

Attached is the final American Community Survey Research and Evaluation report for ACS Messaging Research: Refinement Survey. The Refinement study is the second phase of a two-wave telephone survey study regarding messaging around the ACS. The study builds on other qualitative research projects surrounding the ACS, such as the Key Informant Interviews and Mental Modeling Interviews. The initial Benchmark study (ACS 14-RER-10) measured awareness and general perceptions of the ACS. It also tested a variety of messages that became the foundation for the message themes and variations tested in the Refinement Study.

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# ACS Messaging Research: Refinement Survey

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**FINAL Report**  
**May 5, 2014**

**Sam Hagedorn and Robert Green**



## **TABLE OF CONTENTS**

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<b>Executive Summary</b>	<b>3</b>
<b>Project Background</b>	<b>4</b>
<b>Research Goals and Objectives</b>	<b>6</b>
<b>Methodology</b>	<b>7</b>
<b>Key Findings</b>	<b>12</b>
<b>Recommendations and Next Steps</b>	<b>28</b>
<b>Appendix A: Works Cited</b>	<b>30</b>
<b>Appendix B: Refinement Survey Questionnaire (English)</b>	<b>32</b>
<b>Appendix C: Refinement Survey Questionnaire (Spanish)</b>	<b>48</b>
<b>Appendix D: Refinement Survey Databook</b>	<b>64</b>
<b>Appendix E: Example ACS Envelope and Postcards</b>	<b>107</b>

## EXECUTIVE SUMMARY

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The American Community Survey Office (ACSO) is currently conducting a series of related research projects around improving the American Community Survey (ACS) mail package and messaging toward potential ACS respondents. This research aims to increase participation rates in the ACS and address concerns about whether the ACS is too intrusive.

This quantitative Refinement telephone study of n=1,005 US adults who generally handle the mail for their households supports those goals by providing formative research that will help ACSO decision makers develop effective messages. This study's design and analysis draw on other completed and ongoing research projects surrounding the ACS, including the initial Benchmark phase of this study.

Based on the Refinement study, we present 5 recommendations:

- **Explore ways to emphasize the U.S. Census Bureau brand to ACS participants, rather than the Commerce Department.** The Census Bureau had a +75 net favorability (82% favorable, 7% unfavorable), compared to a +23 net favorability for the Commerce Department (59% favorable, 36% unfavorable). In addition, people with negative views of the Federal Government tended to have more negative views on the Commerce Department; views on the Commerce Department were correlated with attitudes towards the Federal Government ( $r = .58$ ). In comparison, the correlation was  $r = .30$  for the U.S. Census Bureau and the Federal Government.
- **Stress tangible and direct benefits of ACS, including roads, schools, and hospitals.** Even though mail-handling adults we interviewed tend to view filling out the ACS as more about helping their communities than helping themselves, the most effective messages demonstrated tangible benefits. The two message variations most likely to increase respondents' likelihood to respond to the ACS were about how state and local leaders could use ACS data to build roads, schools, and hospitals. Three in five people we interviewed said the theme made them more likely to participate (the customized "in your state" variation had 61% say more likely; the "across the nation" variation had 59%).
- **Position ACS with decennial census to show how we live as a nation.** The single most believable message (83% "somewhat" or "very" believable) was that, "the American Community Survey *and the census* show us not only the number of people who live in the country, but also how we live as a nation, including our education, housing, jobs and more" (*emphasis added*). Both the Census Bureau and the decennial census had high awareness (more than 90%) and favorability (82%) scores.
- **Focus on personal milestones and avoid sensitive topics to describe the survey in the mail package.** Topics such as "disability status, income, and the age of children" triggered statistically significantly lower perceptions of the ACS than other topics such as "school enrollment, occupation, and veteran status." While the effect did not appear to have a long-lasting effect, it could be decisive for some participants when sorting through the mail. ACS should carefully test before providing respondents with a preview of the questions or checklist before beginning to fill out the survey.

## PROJECT BACKGROUND

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Every year, the American Community Survey (ACS) collects detailed socioeconomic data from about 3.5 million households in the United States and about 36,000 households in Puerto Rico. Resulting tabulations from that data collection are published annually for public dissemination. ACS data are widely used inside and outside the Federal Government, and in particular, ACS data help determine the distribution of more than \$450 billion in federal and state funds each year (Groves, 2012).

The ACS is a multi-modal survey and households initially receive a series of mailings to encourage them to respond online or by mail. These two modes are identified as self-response. In 2012, just less than 60 percent of households self-responded to the ACS survey (Olson, 2013). Census Bureau representatives attempt to follow up with the remaining households by telephone or in-person visits with Census Bureau field representatives. (For a full description of the ACS data collection methodology, see the 2009 ACS Design and Methodology Report.)

The Census Bureau is currently conducting a variety of research surrounding communications about the ACS to increase self-response. Increasing self-response leads to significant cost savings for the Census Bureau as telephone and in-person completions are significantly more labor-intensive and expensive. In 2010, for example, the Census Bureau anticipated a net savings of more than \$875,000 per year in nonresponse follow-up costs by increasing the overall mail response rate by 1.6 percent using an additional reminder postcard (see Chesnut, 2010).

While the Census Bureau has previously conducted significant communications research around the decennial census, these studies have limited value for the ACS. Previous segmentation and focus groups studies have found that messages that appeal to community benefit are broadly effective (See Bates et al., 2009; Conrey et al., 2012; Newburger July 2009; Newburger August 2009). Studies have also found that messages about “mandatory participation” are effective at boosting response rates, though many respondents react negatively to these messages (See Leslie, 1996; Schwede, 2008; Navarro, 2011).

The decennial enumeration, however, has a much larger profile than the ACS and benefits from nationwide advertising and communications efforts. Every household in the United States is asked to participate in the decennial census, while only a sample of 3.5 million each year is selected for the ACS. In addition, the decennial census asks relatively few questions (in part, because the ACS replaced the long-form census in the 2010 enumeration).

The ACS comprehensive message testing research approach was designed to address the unique challenges of the ACS. This research program focuses on increasing self-response rates in the ACS survey and improving the value of Census Bureau data products to data users, while supporting the Census Bureau’s ongoing effort to address concerns about the intrusiveness of the ACS. Increasing self-response rates from the initial mailings could reduce the number of those follow-up contacts that are costly to the Census Bureau and seen by some in the public as more intrusive – perhaps most especially phone calls and/or personal visits from Census Bureau field representatives.

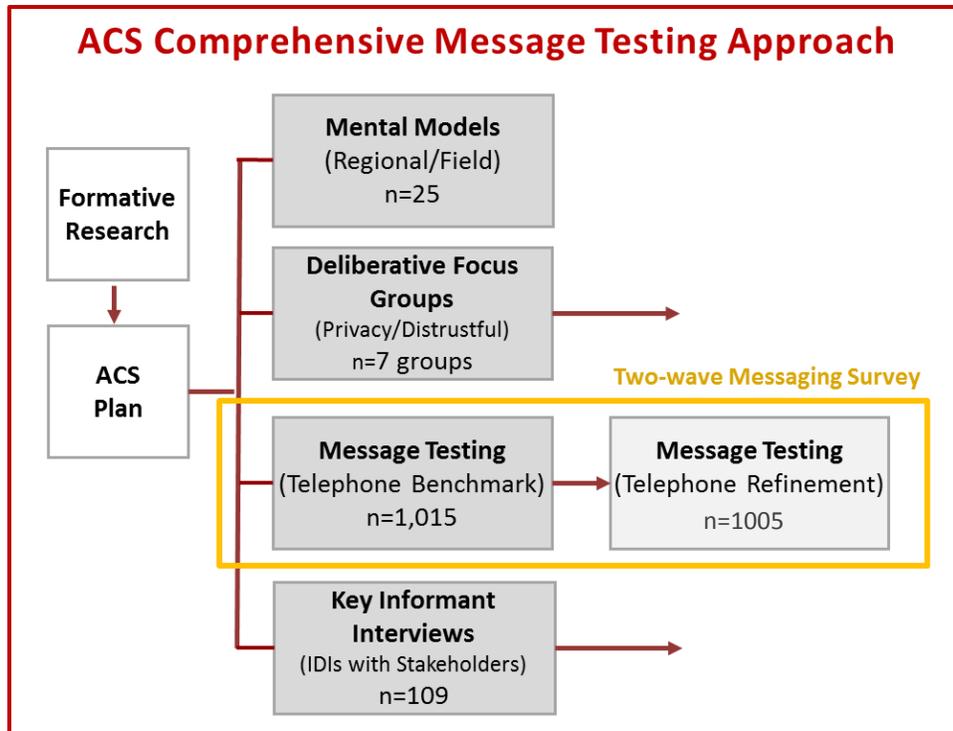
## ACS Messaging Research: Refinement Survey

The Refinement study is the second phase of a two-wave telephone survey study regarding messaging around the ACS. The Study builds on other qualitative research projects surrounding the ACS, such as the Key Informant Interviews and Mental Modeling Interviews. The initial Benchmark study measured awareness and general perceptions of the ACS. It also tested a variety of messages that became the foundation for the message themes and variations tested in the Refinement Study. The Refinement phase used the same methodology as the Benchmark, but had some different questions and messages to build on the learnings from the Benchmark study.

Each phase consisted of just over n=1000 quantitative interviews among U.S. adults who generally handle the mail in their household. It is worth noting that the two phases of the study were independent—respondents in the Benchmark phase were not contacted in the Refinement phase. As a result, the study should not be used as a time series to measure changes in perception over time by comparing the results between the two phases.

The Benchmark Study discovered that awareness of the ACS significantly trails awareness about the decennial census, recommending further exploration of ways that the Census brand can be leveraged to enhance the profile of the ACS. The study recommended testing variations on messages about convenience and choice – research included in this phase of the study – as well as testing messages that anchor the ACS to community value and local use.

This Refinement study supports those goals by further testing the most effective messages from the Benchmark phase. Additionally, analysis of messages in the Refinement Study follows from insights from the Benchmark Study about awareness of and attitudes towards the ACS and Census. Other qualitative research projects, including Key Informant Interviews, Mental Modeling interviews among Census Bureau staff that collect telephone and in-person responses, and Deliberative Focus Groups, have contributed towards the goal of developing effective messages for respondents.



## RESEARCH GOALS AND OBJECTIVES

The Refinement telephone survey focused on drilling down on particular phrases, words, and tones from the highest-testing themes that convey the importance of the ACS. This phase consisted of n=1,005 closed-ended telephone interviews among U.S. adults who generally handle the mail for their household. In the Refinement study, respondents heard one of two variations each of seven different message themes.

The objectives of the ACS Messaging Refinement study were to:

- Identify the best words, tones, and phrases to motivate ACS participation
- Refine and test the most effective messages from the Benchmark phase
- Provide insight on outreach and communications strategies to increase ACS participation

The research findings are intended to provide guidance (within a reasonable degree of certainty among survey respondents) on how to formulate effective messaging regarding participation in the ACS. However, the surveys will not produce detailed statistical inferences about the population as a whole.

## **METHODOLOGY**

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This quantitative telephone study of n=1,005 U.S. adults who generally handle the mail for their households was designed to help inform the Census Bureau's internal decision-making about messages to respondents through an evaluation of a variety of messages and measurement of awareness and perceptions of the Census Bureau and the American Community Survey. The study used a stratified sample design of landline and cellphones to evaluate and refine the most effective messages for use in the ACS mail package and other ACSO communications efforts.

In the survey development process, the survey sampling, weighting, and data analysis were modified to incorporate guidance from the Office of Management and Budget (OMB) about the use of the Customer Liaison and Marketing Services Office (CLMSO) Generic Clearance for Data User and Customer Evaluation Surveys.

### **Universe and Respondent Selection**

In order to understand the attitudes of those most likely to interact with the ACS mail package, the universe for this study was U.S. adults (18 years or older) who generally handle the mail for their household. According to ACS estimates, there were approximately 131 million households in the U.S. in 2012 (Olson, 2013). Within households, we screened for an adult who generally handles the mail.

We used a Random Digit Dialing (RDD) sampling approach for both the landline-exchange and cellular interviews in order to minimize coverage omissions and ensure a broad response pool. In addition, the landline sample cases were stratified by ACS self-response rates to ensure that high-, medium-, and low-response counties had proportional representation in the overall survey results. The final sample included n=755 completed landline interviews and n=250 completed cell phone interviews.

Among the landline interviews, the sample frame was developed in two stages. Counties were initially stratified based on their 2012 ACS self-response rate, and then, telephone numbers were randomly generated using known exchanges within those strata.

### ***Stratification***

The research team used a geographic stratified sample design to ensure that the sample properly represented low-, medium-, and high-response areas. The team developed geographic strata based on ACS self-response rates from operational and population data for each of the 3,142 counties (and similar geographic entities such as parishes and independent cities) in the United States from the ACSO. These counties were ranked in order of their 2012 ACS self-response rates and subsequently divided into three strata with equally sized populations (approximately 102 million people each).

As shown in the table below, the sample frame accounted for n=750 landline interviews evenly distributed across the top-, middle-, and bottom-third of U.S. counties based on ACS self-response rates:

	Description	Population within strata	# of Counties within strata	Range of ACS self-response rates (2012)
Landline (n=750 /phase)	Top-third of U.S. population, based on ACS response rate, by county	~102,124,000	1,570 counties	100% - 64.7%
	Middle-third of U.S. population, based on ACS response rate, by county	~102,231,000	913 counties	64.7% - 55.9%
	Bottom-third of U.S. population, based on ACS response rate, by county	~102,248,000	660 counties	55.9% - 0.0%
Cell Phone (n=250 /phase)	Randomized based on known cell phone exchanges nationally (no self-response rate targeting)	278,000,000 (estimated*)	National	N/A

\*According to the Pew Research Center, 91% of US adults have cell phones (Rainie, 2013).

### **Sample Selection**

The second stage of developing the sample frame was generating the list of telephone numbers to contact. Phone numbers were selected using Random Digit Dialing (RDD) telephone sampling, a method that has been used for decades to create representative samples of the U.S. population. RDD offers excellent coverage of any designated area without the potential biases of other methodologies. As opposed to list-based sampling – which by definition does not include every household in a desired area – RDD generates every possible number in an exchange, including new movers and unlisted numbers.

To produce numbers for the landline sample, the first six digits dialed (area code + exchange) were determined based on the high-, medium-, and low- stratifications of ACS response rates. The final four digits were generated randomly. For telephone exchanges in multiple strata, we made an effort to determine which stratum has a greater number of numbers on that exchange, in which case, the exchange was assigned to that stratum. If no determination was possible, the exchange was assigned at random to a single stratum. As typical with geographic-based RDD frames, only exchanges with at least one listed household per hundred numbers were included in the sample frame.

We assumed that the low ACS self-response counties would have a lower telephone survey response rate and that conversely, the high-response strata would have a higher telephone response rate. Therefore, the high-response strata frame began with approximately n=15,250 landline numbers, the middle-response strata began with approximately n=17,500, and the low-response strata began with n=19,750 based on estimated numbers of RDD telephone numbers necessary to ensure an adequate sample.

While the distribution in each stratum varied slightly with the total population, we anticipated starting with a total of approximately n=52,500 RDD landline numbers (after removing disconnected, fax, and commercial numbers using computer database software).

Using a similar RDD methodology, cell phone interviews were targeted to a sampling of all known national cell exchanges. The cell phone RDD sample was randomized to guard against potential regional or demographic bias. We started with a total of approximately 20,000 RDD cellphone numbers.

Frame	Strata description	Sample Phone Numbers
Landline (n=755)	Top-third of U.S. population, based on ACS response rate, by county	15,250 numbers
	Middle-third of U.S. population, based on ACS response rate, by county	17,500 numbers
	Bottom-third of U.S. population, based on ACS response rate, by county	19,750 numbers
Cell Phone (n=250)	Randomized based on known cell phone exchanges nationally (no self-response rate targeting)	20,000 numbers

## Fielding Process

### *Phone Interviews*

Data were collected through closed-ended live telephone interviews conducted in English, with Spanish language callbacks as necessary, between March 19 and April 2, 2014. Prior to fielding, the Benchmark questionnaire was cognitively tested and seven changes were incorporated in order to improve clarity and user-friendliness.

The interview began with an introduction and screening questions to ensure that each respondent was an adult who generally handles the mail in the household. Then the interviewers asked questions about the awareness of the ACS; attitudes towards the Federal Government, including the census or Census Bureau; and messages regarding participation in the ACS. (See Appendix B: Refinement Survey Questionnaire [English] and Appendix C: Refinement Survey Questionnaire [Spanish].)

Up to eight attempts were made to contact each household in the sample frame until the interviews for that stratum were complete. Using area code information interviewers placed calls during the weeknight evening hours or weekend daytime hours in their particular time zone.

Interviewers made all initial calls in English. If interviewers identified Spanish-speaking households that indicated a preference to conduct the interview in Spanish, a Spanish-language interviewer called back to complete the interview in Spanish. Of the 64 completed interviews that indicated that Spanish was the primary language spoken in their home, three in four (76%) opted to conduct the interview in Spanish.

The survey response rate was 3.0% (AAPOR 3). The contact rate was 17.8%, with a refusal rate of 12.0% (AAPOR 3). This is sufficient for the study’s purpose of informing internal Census Bureau decision-making, but less than the required level for producing statistical estimates of the population or public dissemination. Based on OMB guidance, non-response bias analysis was not conducted for this study.

The survey was programmed using computer-aided telephone interviewing (CATI) software, including skip patterns and constrained responses. All interviewers were trained in administering of CATI surveys with closed ended questions and had experience conducting telephone interviews with the public.

### Weighting

The sample was weighted to ensure that the findings were not unduly influenced by sample imbalances in demographic characteristics such as race, ethnicity, age, and gender. This relatively simple weighting approach was adopted after consultation with OMB regarding the use of the CLMSO Generic Clearance for Data User and Customer Evaluation Surveys. The survey was not designed to make estimates of the target population as a whole.

To develop the target demographic weights consistent with OMB guidance, we used householder (head-of-household) data from the Current Population Survey (CPS) as reliable demographic estimates of the population who handle mail were not available. While CPS householder data was not a perfect proxy, it provided a reasonable framework to represent adults who generally handle the mail in their household.

There was one notable adjustment between CPS householder data and the survey weighting. Gender weights in the Benchmark survey were constructed by combining the number of householders living in non-family households or in family households where no spouse is present for each gender. In addition, married couples living in the same household were considered equally likely to have a male or female adult who handled the mail, so as not to overweight the proportion of married families that identify the male as the householder for the family. We summarize the gender calculations below:

<b>Number of Householders by gender and family status (in thousands)</b>			
Householder Family Status	Total	Male	Female
Householder not in family household <i>(includes living alone or with nonrelatives)</i>	41,558	19,747	21,810
Householder in family without spouse <i>(includes married spouse absent, widowed, divorced, separated, or never married)</i>	21,699	6,230	15,469
Married with spouse present <i>(* for weighting purposes, married spouses in the same household are considered equally likely to generally handle the mail)</i>	59,204	29,602*	29,602*
<b>Total Householders</b>	122,460	55,579	66,881
<b>Percentage</b>	100%	45%	55%

*(Source: CPS 2013 Annual Social and Economic Supplement, Tables H1, H2, and H3)*

Hispanic ethnicity was weighted separately from race, as a many of Hispanic survey respondents volunteered that their race was “Other” (interviewers typically noted answers such as “Hispanic,” “Latino,” or “Chicano.”) The following table details the target demographic weights for the survey:

Demographic Targets for Weighting		
Category	Characteristic	Target Percentage
Gender	Male	45%
	Female	55%
Ethnicity	Hispanic, any race	12%
	Non-Hispanic, any race	86%
Race	White, any ethnicity	71%
	Black or African-American, any ethnicity	12%
	Asian, any ethnicity	4%
Age	18-34	21%
	35-44	17%
	45-64	39%
	65+	23%

*(Source: CPS 2013 Annual Social and Economic Supplement, Tables H1, H2, H3)*

The research team used a Random Iterative Method to conduct weighting. Cases with unknown values for particular values (less than 5% of cases for any demographic), because the respondent volunteered “don’t know” or refused to answer the question, were assumed to be unweighted (i.e., weight of 1.0) for that particular item and iteration.

## KEY FINDINGS

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In the Refinement phase, the goal was to identify messages that the ACS can use to develop more effective communication strategies and mail items to increase response rates for the data collection. This research probed several initial findings from the Benchmark survey and previous qualitative research projects.

The message testing consisted of seven message themes. Each theme consisted of an “A” and “B” variation that differed in tone, language, or what kind of statistic was used in the message. Respondents heard either the “A” or “B” message.

We analyzed the data to identify which messages were most effective at increasing likelihood to participate in the ACS survey. Our analysis included:

- The awareness of the census, U.S. Census Bureau, and Department of Commerce
- Attitudes towards the ACS
- Message testing section
- Pre- and Post- attitudinal questions

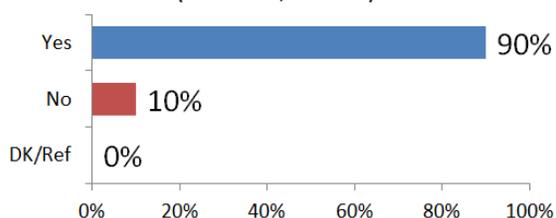
Appendix D: Refinement Survey Databook presents crosstabs for demographic characteristics (gender, age, ethnicity, and race), education, and socioeconomic status (home ownership and household income). In addition, we present two attitudinal crosstabs based on whether the respondent initially said they were likely (or unlikely) to respond to the ACS if selected, and whether they were distrustful of government, based on a series of questions about attitudes toward government.

### Awareness Census / Census Bureau

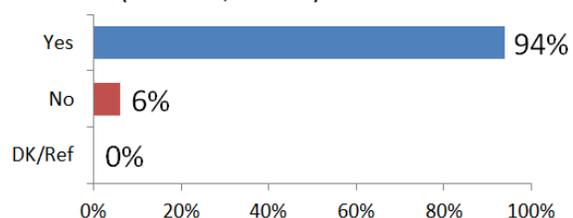
The mail-handling adults we interviewed were randomly divided into two groups; one half of respondents heard questions about the “census of the United States,” and the other half heard questions about the “U.S. Census Bureau”.

The Refinement study found that the vast majority of respondents had heard of and had favorable views towards the census and the Census Bureau. For both the “census” and the “Census Bureau”, around nine in ten respondents said they had heard of the entity (90% and 94% respectively). After hearing a one-sentence description of the census or Census Bureau, around half of those that did not initially recognize the entity said they had heard of it before (50% for census, 56% for Census Bureau).

7. Have you ever heard of the **census of the United States?** (unaided, n=508)



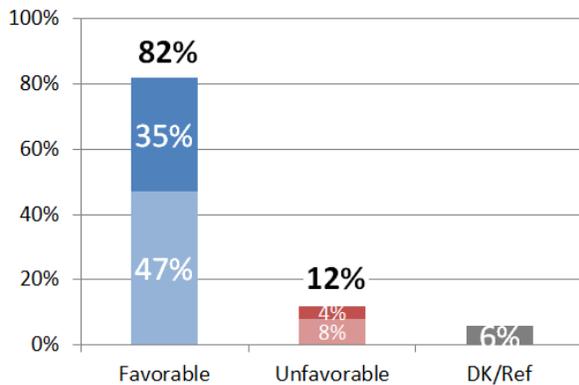
10. Have you ever heard of the **U.S. Census Bureau?** (unaided, n=497)



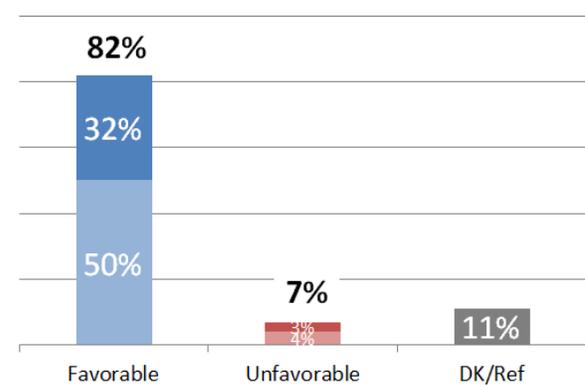
### Favorability of the Census / Census Bureau

Over four in five (82%) of the mail handling adults interviewed had a favorable general feeling about the census and the U.S. Census Bureau. This positive sentiment was broadly held across gender, age, race, and income levels for both the census and U.S. Census Bureau. This is consistent with the findings from the Benchmark survey (81% favorable, 11% unfavorable). These results suggest that among the mail-handling adults we talked with, there is not a clear distinction between the census and the Census Bureau.

9. Overall, how would you describe your general feelings about the census?



12. Overall, how would you describe your general feelings about the U.S. Census Bureau?

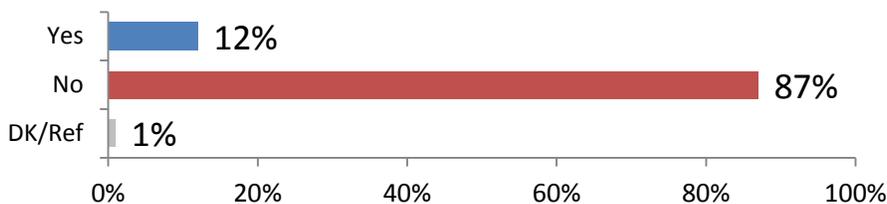


### Awareness of the ACS

Similar to the Benchmark survey, only around one in nine respondents (12%) had previously heard of the ACS. This is significantly fewer respondents than for the census (90%) or Census Bureau (94%).

As a result, respondents were primarily responding to the description of ACS that the interviewers provided to all respondents. The research team tested three variations of the description of the ACS to assess how sensitive respondents' perceptions of the ACS and likelihood to participate in survey were to different descriptions of what was included in the survey. One potential application of these findings would be to assess whether there could be an impact on response rates from providing a list of topics or documents that respondents should gather before beginning the survey process.

13. Have you ever heard of the American Community Survey? (unaided)



### ACS Description Variations and Impact

The Refinement questionnaire included an experiment to test three variations on the description that respondents heard. While all three variations had the same introduction, they listed different examples of topics that the ACS covers in the survey. Using the different variations as a stimulus, we examined whether the descriptions impacted respondents' attitudes towards the survey and stated likelihood to participate in the data collection. Two of the variations (Path A and B) discussed topics that had

previously been identified as more controversial with respondents (see Olson, Oct. 2013). The final variation (Path C) listed topics that the ACSO team anticipated would be less sensitive and more readily shared by respondents.

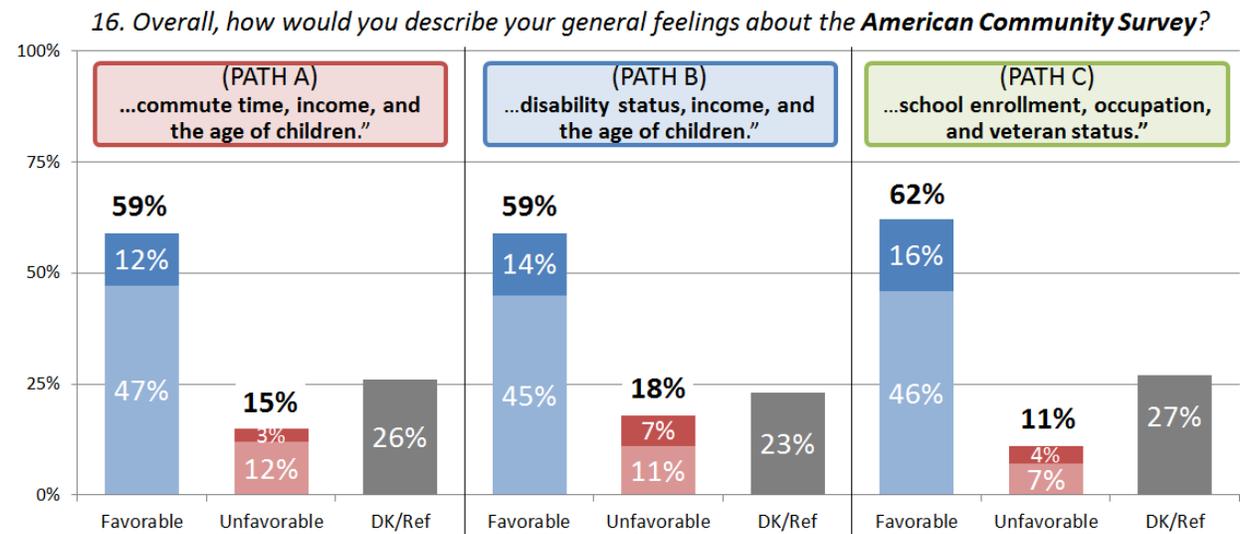
**Respondents heard the following description of the ACS:**  
 “I would like to tell you some information about the American Community Survey. The American Community Survey is conducted by the U.S. Census Bureau. Each year roughly three percent of all U.S. households are selected at random to participate. The survey asks questions about you and people in your household. For example, it asks about topics such as...

**PATH A** ... *your commute time, income, and the age of children.*”

**PATH B** ... *your disability status, income, and the age of children.*”

**PATH C** ... *your school enrollment, occupation, and veteran status.*”

After hearing one of the descriptions of the ACS, over two in three respondents overall (68%) still said they had not heard of the survey even after hearing the description.



This exercise suggests that some topics (such as disability status) trigger more negative reactions in some respondents, but may not inspire additional positive attitudes towards the ACS. While the favorable scores between the three variations were similar (59-62%), the description about “disability status, income, and the age of children” had a higher unfavorable percentage (18%) of respondents than the “school enrollment, occupation, and veteran status” variation (11%). This difference on the unfavorable views was statistically significant ( $p < .10$ ). These questions may raise concerns with some respondents because they touch upon fundamental American privacy concerns, activates unpleasant memories, or potentially concerns about special pleading or gaming government benefits.

While the effect didn’t seem long-lasting on subsequent questions in the Refinement survey, even a short-term barrier to response could discourage respondents from beginning to respond to the data

collection. The ACS should carefully test any efforts to provide respondents with a preview of questions or checklist of materials to gather before filling out the survey to ensure there are not adverse effects.

### **Favorability towards the ACS, U.S. Census Bureau, Commerce Department**

We compared favorability toward four entities: the ACS, the U.S. Census, the U.S. Department of Commerce, and the Federal Government.

Favorability: Overall, how would you describe your general feelings about...?				
	ACS	U.S. Census Bureau	Commerce Department	Federal Government
Very favorable	14	32	13	11
Somewhat favorable	46	50	46	35
Somewhat unfavorable	10	4	26	27
Very unfavorable	4	3	10	25
<b>Net Favorability</b>	<b>+46</b>	<b>+75</b>	<b>+23</b>	<b>-6</b>

### **Attitudes toward the Federal Government**

Most respondents said they had an unfavorable view of the Federal Government (52% unfavorable, 46% favorable). Less than one in four (24%) of the mail-handling adults we interviewed said they can “just about always” or “most of the time” trust government in Washington to do what is right. This is consistent with our finding in the Benchmark survey (23%). More of the adults we interviewed said the Federal Government knows “enough” (38%) or “too much” (35%) about Americans than said the government knows “too little” (23%).

### **Attitudes toward the Commerce Department**

Half of respondents were asked awareness and favorability questions about the U.S. Department of Commerce because its logo is prominent on the ACS questionnaire envelopes (see Appendix E).

Over nine in ten (91%) mail-handling adults said they had heard of the U.S. Department of Commerce. After hearing that, “the U.S. Department of Commerce is the primary Federal Government department concerned with promoting economic growth for the U.S.” nearly one in five (19%) respondents that had initially not heard of the Commerce Department said they recognized it.

Nearly three in five (59%) of mail-handling adults said they were favorable towards the Commerce Department. Just over one in three (36%) respondents was unfavorable, which is five times greater than the portion that was unfavorable towards the Census Bureau (7%).

The Commerce Department is viewed as +23 net favorable, which is certainly better than the Federal Government. However, views on the Commerce Department seem to be tied to the Federal Government, unlike the Census Bureau. People who had negative views of the Federal Government tended to have more negative views on the Commerce Department. Views on the Commerce Department were positively correlated with attitudes towards the Federal Government ( $r = .58$ ), compared with a smaller value for the Census Bureau and the Federal Government ( $r = .30$ ). Among those who said their participation in the ACS was unlikely, 55% had an unfavorable view of the Commerce Department.

### Attitudes toward U.S. Census Bureau

Respondents offered the highest net favorable (+75) to the U.S. Census Bureau; it is uniquely both well-known and highly regarded among the four entities we tested.

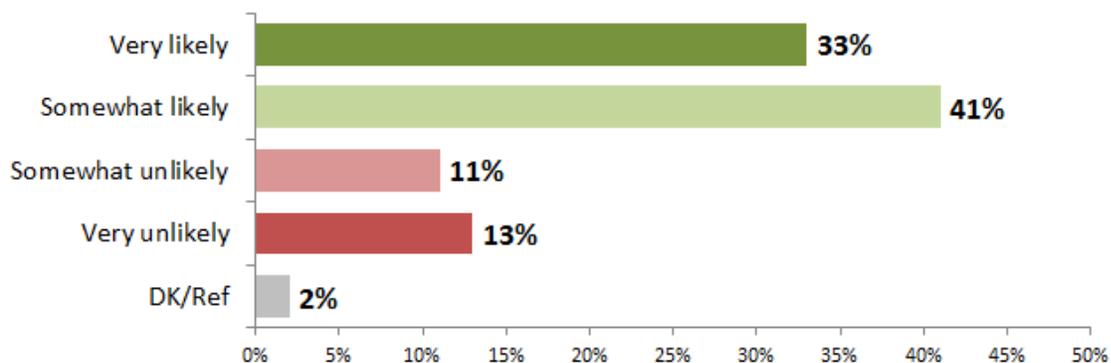
### Attitudes and Perceptions of ACS

In addition to questions about the ACS's awareness and favorability, we asked specific questions about perceptions. Respondents were then asked four questions about how likely they think they would be to participate if selected to participate in the ACS and how they think the ACS could affect themselves and their community. These questions served three purposes. First, these questions provided information about people's perceptions of the ACS, useful in assessing how widespread concerns are about intrusiveness and negative effects from the survey. Second, these questions were repeated at the end of the survey to enable the research team to measure change in sentiments from before and after the message section. Third and finally, these questions contributed to identify the roughly one-quarter of respondents who were most distrustful of government for crosstab analysis purposes (in total n=251 respondents had at least four of eight questions that they indicated a distrustful response. See Appendix D for data for this group).

#### *Likelihood to participate ("Pre")*

Nearly three in four (74%) mail-handling adults we interviewed said they would be either very likely or somewhat likely to participate in the ACS if contacted by the Census Bureau. These percentages are very similar to the findings from the Benchmark survey (72% very or somewhat likely to participate).

24. How likely would you be to participate in the American Community Survey if contacted by the Census Bureau?

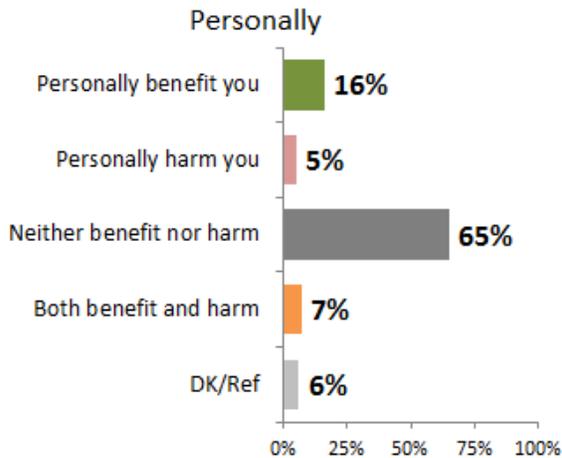


On the other hand, in 2012, roughly 60% of eligible households self-responded to the ACS online or by mail (Olson, 2013). Many of the remaining cases were subsequently contacted by more costly follow-up activities such as by telephone and in-person meetings. Clearly, there is a significant difference between people *saying* they would participate, and having those same people complete the actual survey. In addition, a telephone-only survey methodology like this study may be more likely to interview participants more likely to respond. Subsequent research will design and test alternative mail package designs to assess if there are ways to improve the effectiveness of the initial ACS contacts.

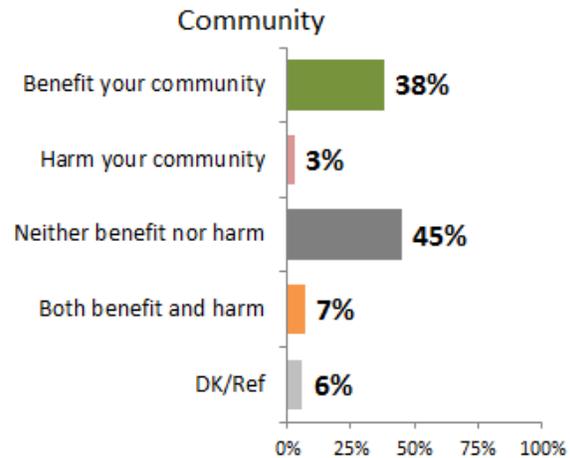
**ACS Community and Personal Impact (“Pre”)**

Respondents then heard two questions about whether they thought participating in the American Community Survey could benefit or harm themselves or their communities. Two in five (38%) said that answering the ACS could benefit their community; compared with only one in eight (16%) who said the survey could benefit them personally. These numbers are very similar to the Benchmark findings, suggesting that respondents are able to more plausibly envision ways that their community gains from ACS data collection, compared to the benefits they would receive themselves. Two in three (65%) mail-handling adults we interviewed said that answering the ACS would “neither benefit nor harm” them.

25. Do you believe that answering the American Community Survey could {ROTATED: personally benefit you in any way, personally harm you} or neither benefit nor harm you?



26. Thinking more generally, do you believe that answering the American Community Survey could {ROTATED: benefit your community, harm your community} or neither benefit nor harm your community?



**ACS is an invasion of privacy (“Pre”)**

Nearly three in five (59%) people we interviewed disagreed with the statement “the American Community Survey is an invasion of privacy.” Nearly one in three (31%) we interviewed said they agree, including one in ten (9%) who “strongly agree.”

**Confidentiality**

The vast majority (71%) of people we interviewed believed that the Census Bureau and the ACS are required by law to keep information gathered confidential. White and African American respondents had the same proportion of respondents (71%) say answers were protected by law.

**Message Testing**

In the Messaging section, we employed two metrics to assess each statement: the believability of the message (Metric A: a four-point scale from “very believable to “very unbelievable”) and stated likelihood to respond (Metric B: a five-point scale from “much more likely to respond” to “much less likely to respond,” including a midpoint of “neither more nor less likely”). We included a neutral mid-point for the likelihood to respond question because some messages may not influence them one way or another. Each respondent heard one of two variations for each of the seven themes. The order was randomized to address potential order bias and learning effects.

The two message variations that were rated highest in terms of making people more likely to participate in the ACS were **“State and local leaders [in respondent’s state / across the nation] can use American Community Survey data to determine where to build roads, schools, and hospitals”** (61% more likely with respondents’ state and 59% with across the nation). One in four (26%) participants said the messages about local decision-makers using ACS data would make them “much more likely” to complete the ACS if asked to participate. There was not a statistically significant difference on believability or likelihood to respond between the two message variations on community use of ACS data.

The more likely to respond scores ranged from a high of 61% for **“State and local leaders in [respondent’s state] can use American Community Survey data to determine where to build roads, schools, and hospitals,”** to 49% for **“Filling out the American Community Survey online conserves natural resources and saves taxpayers’ money. A paper questionnaire is sent to people who do not complete the survey online.”** Among the fourteen message variations in the Refinement survey, the average more likely to respond score was 54%. By contrast, the eleven Benchmark messages’ likelihood to respond ratings ranged from 52% to 38%, with an average of 47%.

Message Scores		Benchmark	Refinement	Difference
<b>Likelihood to Respond</b>	Mean (Range)	47% (38%-52%)	54% (49%-61%)	+7%
<b>Believability</b>	Mean (Range)	69% (55%-86%)	73% (64%-83%)	+4%

The single most believable message among people we interviewed was **“The American Community Survey and the Census show us not only the number of people who live in the country, but also how we live as a nation including our education, housing, jobs, and more.”** Nearly one in three (31%) of people interviewed said this statement is “very believable,” and overall, 83% found the statement to be “believable.” In addition, this message was the third highest rated in terms of increasing peoples’ likelihood of completing the American Community Survey. 58% of people interviewed said that statement makes them “more likely to complete” the ACS, including 25% who said the statement makes them “much more likely” to complete the ACS. Few people interviewed found the statement “unbelievable” (16%) or that the message about how the Census and ACS complement each other make them “less likely” to complete the ACS (14%).

In the Benchmark phase, the top-performing message in terms of believability and more likely to respond was about many ways to respond to the ACS including “by mail, by phone, online, or in person.” This message raised practical challenges with incidentally encouraging ACS participants to switch to higher-cost response modes like in-person or telephone. Mail strategies offering participants a “choice” of response modes underperformed “push” strategies that encouraged only online response during field testing in 2011 (see Matthews et al, 2012). As a result, the Refinement phase explored whether messages stressing convenience, taxpayer savings, and resource conservation would be persuasive messages for respondents.

## ACS Messaging Research: Refinement Survey

We analyzed the differences between the variations to identify if certain words and phrases were more effective than others, using t-tests. The differences between the message variations were not statistically significant. Three possible explanations include message variations that were too similar for respondents to have different responses, sample sizes that were inadequate for the observed differences, or messages that truly are a tie.

To compare differences between all fourteen message variations, we used Tukey's Homogenous Significant Difference (HSD) testing using a Hommel correction for family-wise error rates ( $\alpha=.10$ ). We developed message tiers to rank the variations by either likelihood to participate or believability. Starting with the top-rated message, all messages that were not statistically different than the top message were grouped together in the top tier. We added a second tier by taking the highest remaining message and grouping it with all remaining messages that are not statistically different from the top message in the second tier. This process was repeated, if necessary, until all the messages were placed in a tier.

Beyond the three messages previously discussed in this section, four other messages tested in the first tier for both making people we interviewed more likely to complete the ACS and for being "very" or "somewhat" believable.

- "Even though all households participate in the census every ten years, only a small number of households participate in the American Community Survey every year. The American Community Survey provides a more up-to-date picture of our communities."
- "By law, Census Bureau employees cannot publically release any American Community Survey information that could identify an individual. The penalties for unlawful disclosure can be up to two hundred and fifty thousand dollars and/or up to five years in prison."
- "Census Bureau employees are prohibited by law from releasing any information that can identify any individual who fills out the American Community Survey. Millions of people securely participate in the American Community Survey every year."
- "Filling out the American Community Survey online is the quickest and easiest way to complete the survey. A paper survey is sent to people who do not complete the survey online."

<b>7 message themes tested in Refinement Study</b> (any given respondent heard one variation from each theme in random order)	
Theme 1: Community	State and local leaders in [respondent’s state] can use American Community Survey data to determine where to build roads, schools, and hospitals.
	State and local leaders across the nation can use American Community Survey data to determine where to build roads, schools, and hospitals.
Theme 2: Impact/Benefits	American Community Survey data help determine the annual distribution of more than \$400 billion in federal funds to communities nationwide.
	American Community Survey data are used to distribute funds that build and maintain nearly one million miles of highways and fund over four thousand hospitals in communities nationwide.
Theme 3: Decennial census	Even though all households participate in the census every ten years, only a small number of households participate in the American Community Survey every year. The American Community Survey provides a more up-to-date picture of our communities.
	The American Community Survey and the Census show us not only the number of people who live in the country, but also how we live as a nation including our education, housing, jobs, and more.
Theme 4: Non-government uses	Local charities and non-profit organizations use American Community Survey data to better understand and meet community needs. This detailed, local information is not available from other sources.
	Small businesses use American Community Survey data to better understand and meet community needs. This detailed, local information is not available from other sources. This detailed, local data is not available from other sources.
Theme 5: Safeguard for privacy	Census Bureau employees are prohibited by law from releasing any information that can identify any individual who fills out the American Community Survey. Millions of people securely participate in the American Community Survey every year.
	By law, Census Bureau employees cannot publically release any American Community Survey information that could identify an individual. The penalties for unlawful disclosure can be up to two hundred and fifty thousand dollars and/or up to five years in prison.
Theme 6: Local snapshot	The American Community Survey is a leading source of information people use to learn about their neighborhoods, communities, cities, and states.
	The American Community Survey is the most reliable source for accurate data about every community in the country from the smallest rural communities to the largest cities.
Theme 7: Convenience	Filling out the American Community Survey online is the quickest and easiest way to complete the survey. A paper survey is sent to people who do not complete the survey online.
	Filling out the American Community Survey online conserves natural resources and saves taxpayers’ money. A paper questionnaire is sent to people who do not complete the survey online.

ACS Messaging Research: Refinement Survey

Theme	Message	Likelihood to Participate					
		More likely	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely
1	State and local leaders in [respondent's state] can use American Community Survey data to determine where to build roads, schools, and hospitals.	61	26	35	26	5	7
	State and local leaders across the nation can use American Community Survey data to determine where to build roads, schools, and hospitals.	59	26	33	27	6	6
3	The American Community Survey and the Census show us not only the number of people who live in the country, but also how we live as a nation including our education, housing, jobs, and more.	58	25	33	28	6	8
	Even though all households participate in the census every ten years, only a small number of households participate in the American Community Survey every year. The American Community Survey provides a more up-to-date picture of our communities	54	18	36	30	7	7
2	American Community Survey data help determine the annual distribution of more than \$400 billion in federal funds to communities nationwide.	57	22	35	26	7	8
	American Community Survey data are used to distribute funds that build and maintain nearly one million miles of highways and fund over four thousand hospitals in communities nationwide.	55	23	32	30	7	6
5	By law, Census Bureau employees cannot publically release any American Community Survey information that could identify an individual. The penalties for unlawful disclosure can be up to two hundred and fifty thousand dollars and/or up to five years in prison.	55	24	31	30	7	6
	Census Bureau employees are prohibited by law from releasing any information that can identify any individual who fills out the American Community Survey. Millions of people securely participate in the American Community Survey every year.	55	21	34	32	5	7
6	The American Community Survey is the most reliable source for accurate data about every community in the country from the smallest rural communities to the largest cities.	54	19	35	29	8	8
	The American Community Survey is a leading source of information people use to learn about their neighborhoods, communities, cities, and states.	50	21	29	33	7	8
4	Local charities and non-profit organizations use American Community Survey data to better understand and meet community needs. This detailed, local information is not available from other sources.	54	19	35	29	8	8
	Small businesses use American Community Survey data to better understand and meet community needs. This detailed, local information is not available from other sources. This detailed, local data is not available from other sources.	49	20	29	34	10	6
7	Filling out the American Community Survey online is the quickest and easiest way to complete the survey. A paper survey is sent to people who do not complete the survey online.	52	24	28	31	7	9
	Filling out the American Community Survey online conserves natural resources and saves taxpayers' money. A paper questionnaire is sent to people who do not complete the survey online.	49	19	30	34	8	8

ACS Messaging Research: Refinement Survey

Theme	Message	Believability				
		Very/Some-what believe	Very Believable	Somewhat Believable	Somewhat Unbelievable	Very Unbelievable
3	The American Community Survey and the Census show us not only the number of people who live in the country, but also how we live as a nation including our education, housing, jobs, and more.	83	31	52	9	7
	Even though all households participate in the census every ten years, only a small number of households participate in the American Community Survey every year. The American Community Survey provides a more up-to-date picture of our communities	77	29	48	13	6
7	Filling out the American Community Survey online is the quickest and easiest way to complete the survey. A paper survey is sent to people who do not complete the survey online.	78	41	37	12	6
	Filling out the American Community Survey online conserves natural resources and saves taxpayers' money. A paper questionnaire is sent to people who do not complete the survey online.	76	33	43	12	9
5	Census Bureau employees are prohibited by law from releasing any information that can identify any individual who fills out the American Community Survey. Millions of people securely participate in the American Community Survey every year.	78	28	50	12	7
	By law, Census Bureau employees cannot publically release any American Community Survey information that could identify an individual. The penalties for unlawful disclosure can be up to two hundred and fifty thousand dollars and/or up to five years in prison.	74	32	42	13	10
1	State and local leaders across the nation can use American Community Survey data to determine where to build roads, schools, and hospitals.	77	27	50	13	8
	State and local leaders in [respondent's state] can use American Community Survey data to determine where to build roads, schools, and hospitals.	74	29	45	15	9
6	The American Community Survey is a leading source of information people use to learn about their neighborhoods, communities, cities, and states.	71	22	49	15	9
	The American Community Survey is the most reliable source for accurate data about every community in the country from the smallest rural communities to the largest cities.	69	22	47	18	11
4	Small businesses use American Community Survey data to better understand and meet community needs. This detailed, local information is not available from other sources. This detailed, local data is not available from other sources.	68	22	46	18	10
	Local charities and non-profit organizations use American Community Survey data to better understand and meet community needs. This detailed, local information is not available from other sources.	68	20	48	18	10
2	American Community Survey data are used to distribute funds that build and maintain nearly one million miles of highways and fund over four thousand hospitals in communities nationwide.	66	21	45	18	12
	American Community Survey data help determine the annual distribution of more than \$400 billion in federal funds to communities nationwide.	64	19	45	17	14

ACS Messaging Research: Refinement Survey

Q.	Theme	Likelihood to Respond Message Variation (%)	More likely	Much more likely
25	1	State and local leaders across the nation can use American Community Survey data to determine where to build roads, schools, and hospitals.	61	26
24	1	'State and local leaders in [your state] can use American Community Survey data to determine where to build roads, schools, and hospitals.	59	26
29	3	The American Community Survey and the Census show us not only the number of people who live in the country, but also how we live as a nation including our education, housing, jobs, and more.	58	25
26	2	American Community Survey data help determine the annual distribution of more than \$400 billion in federal funds to communities nationwide.	57	22
33	5	By law, Census Bureau employees cannot publically release any American Community Survey information that could identify an individual. The penalties for unlawful disclosure can be up to two hundred and fifty thousand dollars and/or up to five years in prison.	55	24
27	2	American Community Survey data are used to distribute funds that build and maintain nearly one million miles of highways and fund over four thousand hospitals in communities nationwide.	55	23
32	5	Census Bureau employees are prohibited by law from releasing any information that can identify any individual who fills out the American Community Survey. Millions of people securely participate in the American Community Survey every year.	55	21
35	6	The American Community Survey is the most reliable source for accurate data about every community in the country from the smallest rural communities to the largest cities.	54	19
30	4	Local charities and non-profit organizations use American Community Survey data to better understand and meet community needs. This detailed, local information is not available from other sources.	54	19
28	3	Even though all households participate in the census every ten years, only a small number of households participate in the American Community Survey every year. The American Community Survey provides a more up-to-date picture of our communities.	54	18
36	7	Filling out the American Community Survey online is the quickest and easiest way to complete the survey. A paper survey is sent to people who do not complete the survey online.	52	24
34	6	The American Community Survey is a leading source of information people use to learn about their neighborhoods, communities, cities, and states.	50	21
31	4	Small businesses use American Community Survey data to better understand and meet community needs. This detailed, local information is not available from other sources.	49	20
37	7	Filling out the American Community Survey online conserves natural resources and saves taxpayers' money. A paper questionnaire is sent to people who do not complete the survey online.	49	19

Comparisons made with Tukey's HSD test (α=.10) Tiers developed by comparing top message to all others to establish significant relationships, with next tier developed by comparing from highest remaining message with others.

Q.	Theme	Believability Message Variation (%)	Very/somewhat believable	Very believable
29	3	The American Community Survey and the Census show us not only the number of people who live in the country, but also how we live as a nation including our education, housing, jobs, and more.	83	31
36	7	Filling out the American Community Survey online is the quickest and easiest way to complete the survey. A paper survey is sent to people who do not complete the survey online.	78	41
32	5	Census Bureau employees are prohibited by law from releasing any information that can identify any individual who fills out the American Community Survey. Millions of people securely participate in the American Community Survey every year.	78	28
28	3	Even though all households participate in the census every ten years, only a small number of households participate in the American Community Survey every year. The American Community Survey provides a more up-to-date picture of our communities.	77	29
25	1	State and local leaders across the nation can use American Community Survey data to determine where to build roads, schools, and hospitals.	77	27
37	7	Filling out the American Community Survey online conserves natural resources and saves taxpayers' money. A paper questionnaire is sent to people who do not complete the survey online.	76	33
33	5	By law, Census Bureau employees cannot publically release any American Community Survey information that could identify an individual. The penalties for unlawful disclosure can be up to two hundred and fifty thousand dollars and/or up to five years in prison.	74	32
24	1	State and local leaders in [your state] can use American Community Survey data to determine where to build roads, schools, and hospitals.	74	29
34	6	The American Community Survey is a leading source of information people use to learn about their neighborhoods, communities, cities, and states.	71	22
35	6	The American Community Survey is the most reliable source for accurate data about every community in the country from the smallest rural communities to the largest cities.	69	22
31	4	Small businesses use American Community Survey data to better understand and meet community needs. This detailed, local information is not available from other sources.	68	22
30	4	Local charities and non-profit organizations use American Community Survey data to better understand and meet community needs. This detailed, local information is not available from other sources.	68	20
27	2	American Community Survey data are used to distribute funds that build and maintain nearly one million miles of highways and fund over four thousand hospitals in communities nationwide.	66	21
26	2	American Community Survey data help determine the annual distribution of more than \$400 billion in federal funds to communities nationwide.	64	19

Comparisons made with Tukey's HSD test (α=.10) Tiers developed by comparing top message to all others to establish significant relationships, with next tier developed by comparing from highest remaining message with others.

### Order of the Messaging Metrics

In the Benchmark survey, all respondents heard the believability question followed by the likelihood to participate question. In the Refinement study, we controlled for order bias by randomly assigning respondents to hear the messaging questions in either order. Half of respondents heard the believability question followed by the likelihood to participate question for all seven messages. The other half heard the likelihood to participate questions followed by the believability question.

Comparing the responses between the two data sets, we found evidence that the question order did have an impact on respondents' responses. For this analysis, we converted the categorical answers into a quantitative scale. The believability choices were converted into a four-point quantitative scale ("very believable" = 1, "very unbelievable" = 4) and the likelihood to respond choices were converted into a five-point scale ("much more likely to respond" = 1, "much less likely to respond" = 5). Missing cases for volunteered response of "don't know" or "refused" were omitted (<5% of cases).

Messaging questions order bias		Heard believability first	Heard likelihood to part. first	Difference (p-value)
Believability score ("very believable" = 1, "very unbelievable" = 4)	mean (s.d.)	2.16 (0.70)	2.02 (0.64)	0.14 (p<.05)
Likelihood to part. score ("much more likely" = 1, "much less likely" = 5)	mean (s.d.)	2.52 (1.50)	2.21 (1.67)	0.31 (p<.01)

The table above indicates that first asking the believability question leads to lower answers on the subsequent likelihood to respond question by a statistically significant margin. This suggests that asking the believability question first raises the possibility of an awareness that the messages are not entirely credible.

We don't see a clear-cut justification for using one order of questions over the other. In the real-world, households receiving mail invitations to the American Community Survey need to determine whether the survey is legitimate or not. While follow-up research with non-respondents found that only a few non-respondents indicated they didn't respond the survey because they were concerned about it being not legitimate or a 'scam' (see Nichols, 2012), field staff report that many non-respondents they contact for in-person interviews say they are concerned about the study's legitimacy (Olson, Oct. 2013).

## Pre-/Post- Comparisons

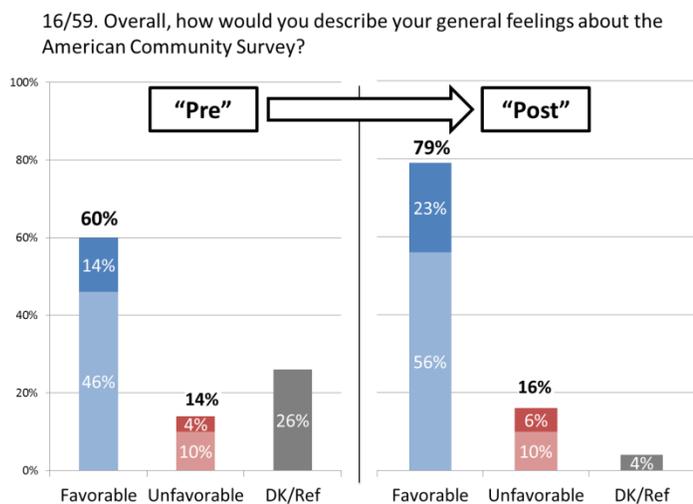
The survey included five questions that were asked both “pre” and “post” the message testing section:

<b>ACS Favorability</b>	✓ Overall, how would you describe your general feelings about the American Community Survey?
<b>ACS Likelihood to Participate</b>	✓ How likely would you be to participate in the American Community Survey (ACS) if contacted by the Census Bureau?
<b>ACS Invasion of Privacy</b>	✓ Would you say you agree with the following statement? “The American Community Survey is an invasion of privacy.”
<b>Personal/Community Benefit and Harm</b>	<ul style="list-style-type: none"> <li>✓ Do you believe that answering the American Community Survey could {ROTATED: personally benefit you in any way, personally harm you} or neither benefit nor harm you?</li> <li>✓ Thinking more generally, do you believe that answering the American Community Survey could {ROTATED: benefit your community in any way, harm your community}, or neither benefit nor harm your community?</li> </ul>

We analyzed changes between the “pre” and “post” responses to these questions to look for changes in attitudes and stated behaviors after exposure to the messages. Our findings were broadly similar to the Benchmark Study in that favorability increased significantly and likelihood to participate barely increased.

### ACS Favorability

We observed a 19-percentage point increase in favorability towards the ACS, including a 9-percentage point shift in the “very favorable” category and a 10-percentage point shift in the “somewhat favorable category.” During the Benchmark stage, we observed an 18-percentage point pre-to-post shift in favorability. As in the Benchmark, most of the movement was from the “Don’t Know” category, likely as a result of the respondents learning more about the survey through the messages about the ACS. Initially, a quarter (26%) of the people we interviewed volunteered an answer of “don’t know” to the question on general feelings towards the ACS. After the messaging section, only one in twenty (4%) reported a “don’t know” answer.



There was only a minimal (2%) increase in the number of those who described their feelings towards the ACS as unfavorable (from 14% in the pre-messaging section to 16% in the post-messaging section).

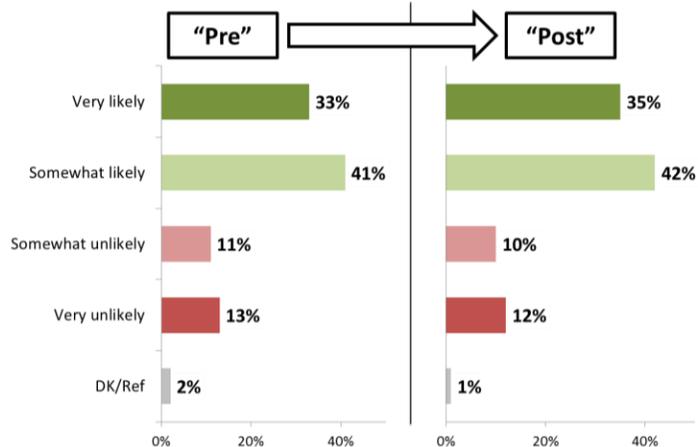
**ACS Likelihood to participate**

On the metric concerning likelihood to participate in the ACS if contacted by the Census Bureau, we did not observe a significant pre-to-post movement.

In the pre-messaging section, nearly three quarters (74%) of participants said they would be likely to participate in the ACS if contacted. This slightly increased (3%) to the post-section, where 77% said they would be likely to complete the survey if contacted.

This result mirrors the Benchmark Study, where we only observed a 2-percentage point shift in likelihood to participate from pre- to post-. Since this question is behavioral in nature, it is unsurprising that the movement is smaller than for attitudinal variables like favorability.

24/60. How likely would you be to participate in the American Community Survey (ACS) if contacted by the Census Bureau?

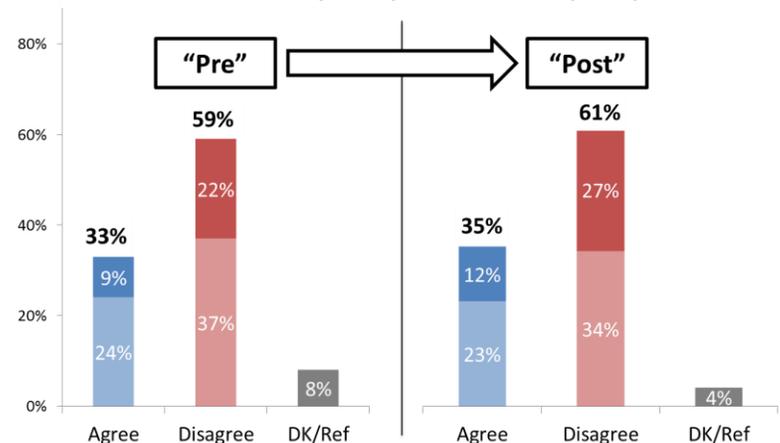


**ACS Invasion of Privacy**

Like the likelihood to participate metric, we observed little movement in the “invasion of privacy” metric from the pre-messaging section to the post-messaging section.

At both the start (“pre”) and end (“post”) of the survey, slightly more than a third of people interviewed agreed with the statement (33% and 35%, respectively). Like the Benchmark Study, we observed a 4% drop in those who volunteered a “don’t know” response to the question.

100% - 27/61. Would you say you agree with the following statement?  
The American Community Survey is an invasion of privacy.



Both this study and the Benchmark Study found that strong majority of people interviewed did not view the ACS as an invasion of privacy in both the pre- and post-messaging sections of the survey.

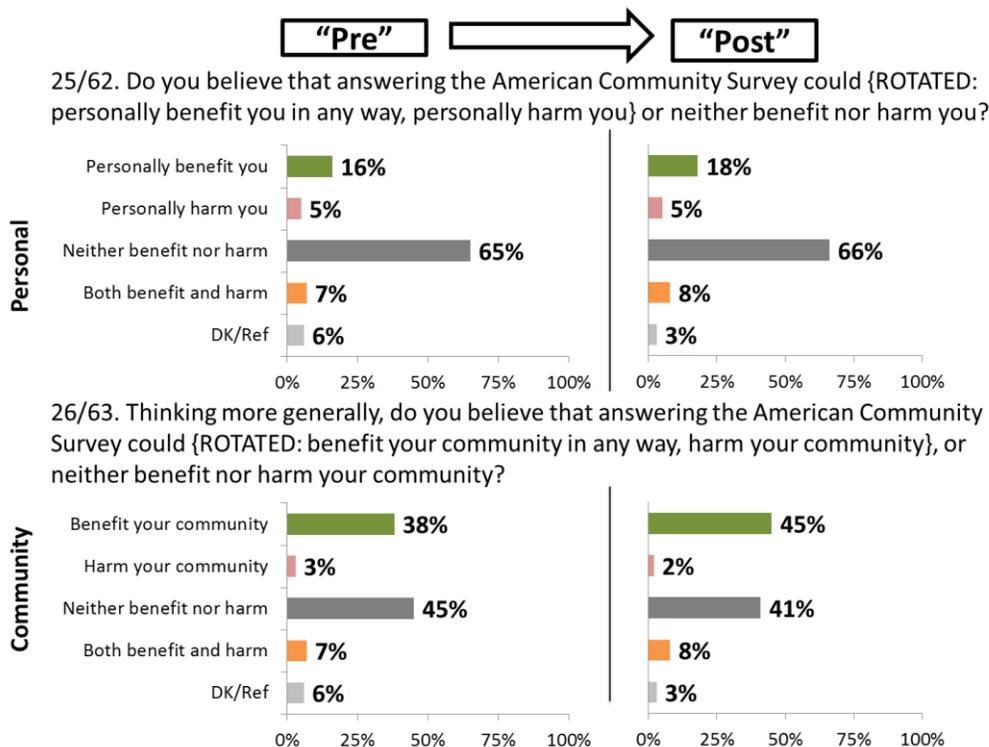
**Personal/Community Benefit and Harm**

While, as in the Benchmark Study, we saw little pre-to-post movement among those we interviewed in terms of whether or not they thought the ACS could benefit or harm them personally, we observed a 7-

percent increase in the number of participants who said participation in the ACS could benefit their community.

When asked whether participating in the ACS could benefit or harm their community, we observed a 7-percentage point increase in those who said participation in the ACS could benefit their community and a 4-percentage point decrease in those who said participating in the ACS could neither benefit nor harm their community. Post-messaging, almost half (45%) said that participation in the ACS could benefit their community, while only a small fraction (2%) said it could harm their community, while four in ten (41%) said it would neither benefit nor harm the community. We attribute those increases to more effective messages about ways ACS data are used across the country.

Mirroring the finding from the Benchmark Study almost exactly, on the question of “personal” benefit or harm, nearly two in three people interviewed pre or post (65% and 66%, respectively) said that answering the ACS would “neither benefit nor harm” them personally. Pre-to-post, we saw a 2-percentage point gain among those who said that answering the ACS could “personally benefit” them (16% to 18%).



## RECOMMENDATIONS

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Based on the findings from the Refinement study, we offer five recommendations to improve Census Bureau communications about the ACS and explore further opportunities as part of the alternative mail package development process.

### **Explore ways to emphasize the U.S. Census Bureau brand to ACS participants, rather than the Commerce Department.**

While both the Commerce Department and the Census Bureau were recognized by more than nine in ten respondents (94% for Census Bureau, 91% for the Commerce Department), there was a significant gap in favorability towards the two organizations. The Census Bureau had a +75% net favorability (82% favorable, 7% unfavorable), compared to a +23% net favorability for the Commerce Department (59% favorable, 31% unfavorable). In addition, people who had negative views of the Federal Government tended to have more negative views on the Commerce Department. Views on the Commerce Department were correlated with attitudes towards the Federal Government ( $r = .58$ ).

This suggests that the current American Community Survey envelopes, which prominently feature the U.S. Department of Commerce name and logo in the top left corner of the envelope, may adversely impact response rates (see Appendix E for examples). Further research can explore whether participants respond more favorably to positioning the survey as the U.S. Census Bureau's American Community Survey.

### **Stress tangible and direct benefits of ACS, including roads, schools, and hospitals.**

Of the fourteen message variations we tested, the two messages about how state and local leaders could use ACS data to build roads, schools, and hospitals were the most likely to increase respondents' likelihood to respond. Three in five people we interviewed said the theme made them more likely to participate (the customized "in your state" variation had 61% say they were more likely, the "across the nation" variation had 59%). In both, over a quarter (26%) of mail-handling adults we interviewed said they would be much more likely to participate.

This message made a direct connection to tangible benefits for respondents because of the participation in the survey. The Refinement messages reinforced perceptions that participation in the ACS was good for communities. While 38% of respondents initially said that participating in the ACS could benefit their community, 45% said participation could help their community after hearing the messages. This increase was larger than the comparable 2% increase in the Benchmark survey.

These messages can be reinforced with examples of local governments use of ACS data (see the Key Informant Interviews Final Report) or partnerships with national and state-level associations of local governments. Further mail package research may benefit from exploring whether the examples and partnerships can be effectively incorporated into messaging directed at survey participants to convey tangible benefits in participants' communities.

**Position ACS with decennial census to show how we live as a nation.**

To a large extent, the Census Bureau and the decennial census are interchangeable to the mail-handling adults we talked to in terms of awareness and favorability. Nine in ten (94% and 90% respectively) people have heard of the Census Bureau and the census and four in five (82%) have favorable impressions.

The single most believable message (83% “somewhat” or “very” believable) was that, “the American Community Survey and the census show us not only the number of people who live in the country, but also how we live as a nation, including our education, housing, jobs and more.” Nearly three in five (58%) respondents said the message also made them more likely to respond to the ACS, which was the third-highest among the fourteen messages we tested. Further research should evaluate if the ACS should be positioned as the U.S. Census Bureau’s American Community Survey or something similar.

**Focus on personal milestones and avoid sensitive topics to describe the survey in the mail package.**

In order to explore the effects of providing an example of the kinds of questions on the ACS or a checklist of documents to collect before beginning the survey, we tested three variations on the description of the ACS. While all three variations had the same introduction, they listed different examples of topics that the ACS covers in the survey.

Topics such as “disability status, income, and the age of children” triggered statistically significantly lower favorability of the ACS than “school enrollment, occupation, and veteran status.” While the very and somewhat favorable scores between the three variations were similar (59-62%), the unfavorable scores had statistically significant differences. The examples of topics including “disability status, income, and the age of children” had a higher unfavorable percentage (18% unfavorable) of respondents than the “school enrollment, occupation, and veteran status” variation (11% unfavorable).

## **APPENDIX A: WORKS CITED**

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## APPENDIX B: REFINEMENT SURVEY QUESTIONNAIRE (ENGLISH)

**American Community Survey, US Census Bureau  
Comprehensive Message Testing  
Refinement Questionnaire (n=1,000 completed telephone interviews)  
Draft Refinement Questionnaire**

**Note:**

- This version reflects changes from Benchmark survey marked in red text.
- Text within **## HASHES ##** denotes comments (not read by interviewer)
- Text with **/\* BRACKETS \*/** denotes survey logic (also not read by interviewer)
- **## CBAMS I & III ##** indicates questions from or adapted from CBAMS I & II

### Screeners

**/\* DISPLAY \*/** Hello, my name is \_\_\_\_\_ and I'm calling from PSB Interviewing, an independent research firm. We are conducting interviews to learn the public's views on how the government conducts research surveys. This interview will be brief and we are not trying to sell you anything.

**(IF NECESSARY)** We are conducting this survey on behalf of the U.S. Census Bureau. It has been approved by US Office of Management and Budget approval number 0607-0760, expiring on September 30th, 2014.

**(IF NECESSARY)** Your phone number was randomly selected to participate from all the numbers in the United States.

**/\* DISPLAY \*/** Great, before we start, I want to tell you a few things about the survey. Participation is voluntary, but your responses are important. I want to assure you your answers will be kept anonymous and I will not ask for information that could personally identify you. At the end of the interview, I will provide you with an email address where you can send any comments or questions about this survey.

**/\* QSCREEN \*/** Are you someone in your household who generally handles the mail?

- 1) Yes
- 2) No
- 3) Don't know **(DO NOT READ)**

**/\* QSCREEN2 \*/ ## IF QSCREEN = C2 OR C3 ##** May I please speak with someone in your household who generally handles the mail?

- 1) Yes **## RETURN TO INITIAL DISPLAY WITH NEW RESPONDENT ##**
- 2) No **/\* TERMINATE \*/**
- 3) Don't know (**DO NOT READ**) **/\* TERMINATE \*/**

1. What language is spoken most often in this household?  
**(DO NOT READ CHOICES)**

- 1) English
- 2) Spanish
- 3) Other **/\* SPECIFY \*/**
- 4) Don't know (**DO NOT READ**)
- 5) Refused (**DO NOT READ**)

**/\* Q1B \*/ ## IF Q1 = C2 ##** Would you prefer to conduct this interview in Spanish?

- 1) Yes **## FLAG FOR SPANISH CALLBACK AND DISCONTINUE ##**
- 2) No
- 3) Don't know (**DO NOT READ**)

2. In which of these age categories do you belong? Please just stop me when I read the appropriate category.

- 1) 17 and under **/\* TERMINATE \*/**
- 2) 18-24 **## QUOTA TO 999 ##**
- 3) 25-34 **## QUOTA TO 999 ##**
- 4) 35-44 **## QUOTA TO 999 ##**
- 5) 45-54 **## QUOTA TO 999 ##**
- 6) 55-64 **## QUOTA TO 999 ##**
- 7) 65 and over **## QUOTA TO 999 ##**
- 8) Don't know (**DO NOT READ**) **## QUOTA TO 999 ##**
- 9) Refused (**DO NOT READ**) **## QUOTA TO 999 ##**

3. What is your five digit zip code? **/\* OPEN END NUMERIC (00000 TO 99999) \*/**

**/\* QSTATE\_INITIAL \*/ State /\* CODE \*/ ## BASED ON ZIP CODE FROM Q4 ##**

- 1) Code specific state, based on ZIP code
- 2) **## If ZIP CODE DOES NOT MATCH STATE ##** Re-ask ZIP code

**/\* qRegion \*/ Region /\* CODE \*/ ## BASED ON QSTATE ##**

- 1) Northeast **## QUOTA TO 999 ##**
- 2) South **## QUOTA TO 999 ##**
- 3) Midwest **## QUOTA TO 999 ##**
- 4) West **## QUOTA TO 999 ##**

**Awareness of Census / ACS**

**/\* Qcensus \*/** Hear Census or Census Bureau. **/\* CODE \*/ ## CODE AT RANDOM ##**

- 1) census
- 2) Census Bureau

4. **## IF Census (Qcensus = C1) ##** Have you ever heard of the census of the United States? **## CBAMS I & II ##**

- 1) Yes
- 2) No
- 3) Don't know (**DO NOT READ**)
- 4) Refused (**DO NOT READ**)

**/\* DISPLAY \*/ ## IF Census (Qcensus = C1) ##** The census is the count of all the people who live in the United States. It happens every 10 years.

5. **## IF Census (Qcensus = C1) AND "NO" OR "DON'T KNOW" TO CENSUS AWARENESS (Q4 = C2-C4) ##** Have you ever heard of that before?

- 1) Yes
- 2) No
- 3) Don't know (**DO NOT READ**)
- 4) Refused (**DO NOT READ**)

6. **## IF Census (Qcensus = C1) ##** Overall, how would you describe your general feelings about the census?

- 1) Very favorable
- 2) Somewhat favorable
- 3) Somewhat unfavorable
- 4) Very unfavorable
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

7. **## IF Census Bureau (Qcensus = C2) ##** Have you ever heard of the U.S. Census Bureau?

- 1) Yes
- 2) No
- 3) Don't know (**DO NOT READ**)
- 4) Refused (**DO NOT READ**)

**/\* DISPLAY \*/ ## IF Census Bureau (Qcensus = C2) ##** The Census Bureau conducts a variety of surveys every year, including a census of the entire United States once every ten years.

8. **## IF Census Bureau (Qcensus = C2) AND "NO" OR "DON'T KNOW" TO CENSUS AWARENESS (Q7 = C2-C4) ##** Have you ever heard of that before?
- 1) Yes
  - 2) No
  - 3) Don't know (**DO NOT READ**)
  - 4) Refused (**DO NOT READ**)
9. **## IF Census Bureau (Qcensus = C2) ##** Overall, how would you describe your general feelings about the U.S. Census Bureau? **## CBAMS I & II ##**
- 1) Very favorable
  - 2) Somewhat favorable
  - 3) Somewhat unfavorable
  - 4) Very unfavorable
  - 5) Don't know (**DO NOT READ**)
  - 6) Refused (**DO NOT READ**)
10. Have you ever heard of the American Community Survey?
- 1) Yes
  - 2) No
  - 3) Don't know (**DO NOT READ**)
  - 4) Refused (**DO NOT READ**)

**/\* QACS\_topic \*/ Which topics for ACS question /\* CODE \*/ ## ASSIGN AT RANDOM ##**

- 1) your commute time, income, and the age of children
- 2) your disability status, income, and the age of children
- 3) school enrollment, occupation, and veteran status.

**/\* DISPLAY \*/ ## IF HAVE HEARD OF ACS ##** As you may know, The American Community Survey is conducted by the US Census Bureau. Each year roughly three percent of all US households are selected at random to participate. The survey asks questions about you and the people in your household. For example, it asks about topics such as **/\* [INSERT QACS\_TOPIC] \*/**.

**/\* DISPLAY \*/ ## IF HAVE NOT HEARD OF ACS ##** I would like to tell you some information about the American Community Survey. The American Community Survey is conducted by the US Census Bureau. Each year roughly three percent of all US households are selected at random to participate. The survey asks questions about you and people in your household. For example, it asks about topics such as **/\* [INSERT QACS\_TOPIC] \*/**.

11. **## IF “NO” OR “DON’T KNOW” TO ACS AWARENESS (Q10= C2-4) ##** Have you ever heard of that before?

- 1) Yes
- 2) No
- 3) Don’t know (**DO NOT READ**)
- 4) Refused (**DO NOT READ**)

12. **## PRE-TEST (PRE MESSAGING) ##** Overall, how would you describe your general feelings about the American Community Survey?

- 1) Very favorable
- 2) Somewhat favorable
- 3) Somewhat unfavorable
- 4) Very unfavorable
- 5) Don’t know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

**Attitudes towards government      ## INDICATES POTENTIAL DRILLDOWN CRITERIA ##**

13. Overall, how would you describe your feelings about the Federal Government?

- 1) Very favorable
- 2) Somewhat favorable
- 3) Somewhat unfavorable
- 4) Very unfavorable
- 5) Don’t know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

**## DRILLDOWN CRITERIA ##**  
**## DRILLDOWN CRITERIA ##**

**/\* Qcommerce \*/** Hear U.S. Department of Commerce **/\* CODE \*/**

- 1) Hear U.S. Department of Commerce
- 2) Do not hear U.S. Department of Commerce

14. **## IF HEAR COMMERCE (Qcommerce = C1) ##** Have you ever heard of the U.S. Department of Commerce?

- 1) Yes
- 2) No
- 3) Don’t know (**DO NOT READ**)
- 4) Refused (**DO NOT READ**)

**/\* DISPLAY \*/ ## IF HEAR COMMERCE (Qcommerce = C1) ##** The U.S. Department of Commerce is the primary Federal Government department concerned with promoting economic growth for the U.S.

15. **## IF HEAR COMMERCE (Qcommerce = C1) AND “NO” OR “DON’T KNOW” TO CENSUS AWARENESS (Q14 = C2-4) ##** Have you ever heard of that before?
- 1) Yes
  - 2) No
  - 3) Don’t know (**DO NOT READ**)
  - 4) Refused (**DO NOT READ**)
16. **## IF HEAR COMMERCE (Qcommerce = C1) ##** Overall, how would you describe your general feelings about the U.S. Department of Commerce?
- 1) Very favorable
  - 2) Somewhat favorable
  - 3) Somewhat unfavorable
  - 4) Very unfavorable
  - 5) Don’t know (**DO NOT READ**)
  - 6) Refused (**DO NOT READ**)
17. How often do you think you can trust the government in Washington, DC to do what is right? **/\* REVERSE CHOICES \*/**
- 1) Just about always
  - 2) Most of the time
  - 3) Only some of the time **## DRILLDOWN CRITERIA ##**
  - 4) Never (**DO NOT READ**) **## DRILLDOWN CRITERIA ##**
  - 5) Don’t know (**DO NOT READ**) **/\* DO NOT ROTATE \*/**
  - 6) Refused (**DO NOT READ**) **/\* DO NOT ROTATE \*/**
18. Which of the following best describes your opinion? **/\* REVERSE CHOICES \*/**
- 1) The Federal Government **knows too much** about Americans **## DRILLDOWN CRITERIA ##**
  - 2) The Federal Government **knows enough** about Americans **/\* DO NOT ROTATE \*/**
  - 3) The Federal Government **knows too little** about Americans
  - 4) Don’t know (**DO NOT READ**) **/\* DO NOT ROTATE \*/**
  - 5) Refused (**DO NOT READ**) **/\* DO NOT ROTATE \*/**

**Attitudes towards Census Bureau & ACS**

19. **## PRE-TEST (PRE MESSAGING) ##** How likely would you be to participate in the American Community Survey if contacted by the Census Bureau?
- 1) Very likely
  - 2) Somewhat likely
  - 3) Somewhat unlikely **## DRILLDOWN CRITERIA ##**
  - 4) Very unlikely **## DRILLDOWN CRITERIA ##**
  - 5) Don’t know (**DO NOT READ**)
  - 6) Refused (**DO NOT READ**)

**/\* QInsert1 \*/ ## TO RANDOMIZE THE ORDER OF THE FOLLOWING QUESTION, RESPONDENTS WILL BE CODED FOR ONE OF THE FOLLOWING ORDERS ##**  
**/\* CODE \*/ Insert1**

- 1) personally benefit you in any way, personally harm you
- 2) personally harm you in any way, personally benefit you

20. **## PRE-TEST (PRE MESSAGING) ##** Do you believe that answering the American Community Survey could **/\* [INSERT QINSERT1] \*/** or neither benefit nor harm you?

**## ANSWER CHOICES WILL BE DISPLAYED IN SAME ORDER AS QTEXT ##**

- 1) Personally benefit you
- 2) Personally harm you
- 3) Neither benefit nor harm
- 4) Both benefit and harm
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

**## DRILLDOWN CRITERIA ##**

**/\* QInsert2 \*/ ## TO RANDOMIZE THE ORDER OF THE FOLLOWING QUESTION, RESPONDENTS WILL BE CODED FOR ONE OF THE FOLLOWING ORDERS ##**  
**/\* CODE \*/ Insert2**

- 1) benefit your community in any way, harm your community
- 2) harm your community in any way, benefit your community

21. **## PRE-TEST (PRE MESSAGING) ##** Thinking more generally, do you believe that answering the American Community Survey could **/\* [INSERT QINSERT2] \*/** or neither benefit nor harm your community?

**## ANSWER CHOICES WILL BE DISPLAYED IN SAME ORDER AS QTEXT ##**

- 1) Benefit your community
- 2) Harm your community
- 3) Neither benefit nor harm
- 4) Both benefit and harm
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

**## DRILLDOWN CRITERIA ##**

22. **## PRE-TEST (PRE MESSAGING) ##** Would you say you agree with the following statement? The American Community Survey is an invasion of privacy.  
**(READ CHOICES)**

- 1) Strongly agree
- 2) Somewhat agree
- 3) Somewhat disagree
- 4) Strongly disagree
- 5) Don't know **(DO NOT READ)**
- 6) Refused **(DO NOT READ)**

**## DRILLDOWN CRITERIA ##**  
**## DRILLDOWNCRITERIA ##**

23. As far as you know, are the Census Bureau and the American Community Survey required by law to keep information gathered confidential?

- 1) Yes
- 2) No
- 3) Don't know **(DO NOT READ)**
- 4) Refused **(DO NOT READ)**

**## DRILLDOWN CRITERIA ##**  
**## DRILLDOWN CRITERIA ##**  
**## DRILLDOWN CRITERIA ##**

**/\* QDRILLDOWNCODING1 \*/** Initial coding **/\* CODE \*/**  
**/\* MULTIPLE RESPONSES PERMITTED \*/**

- 1) **## IF Q11=C3 OR C4 ##** Unfavorable to Federal Government
- 2) **## IF Q12=C3 OR C4 ##** Never/sometimes trust government to do right the thing
- 3) **## IF Q13=C1 ##** Government knows too much
- 4) **## IF Q14=C3 OR C4 ##** Unlikely to respond to ACS
- 5) **## IF Q15=C2 ##** ACS could personally harm
- 6) **## IF Q16=C2 ##** ACS could harm community
- 7) **## IF Q17=C1 OR C2 ##** ACS invasion of privacy
- 8) **## IF Q18=C2-C4 ##** Say not sure of confidentiality
- 9) **## IF NONE OF THE ABOVE ##** None **/\* EXCLUSIVE \*/**

**/\* QDRILLDOWNCODING 2 \*/** Secondary coding question **/\* CODE \*/**

- 1) **## IF 4+ CHOICES CODED IN PREVIOUS Q ##** See drilldown section
- 2) **## IF ELSE ##** Do not see drilldown section

### Message Testing

**/\* DISPLAY \*/** Now I would like to read you some statements and ask your opinion on each. For each statement, I will ask you how believable you find it and I will also ask if that statement would make you more or less likely to complete the American Community Survey.

**/\* Qorder \*/** Order of messaging metrics **/\* CODE \*/** **## CODE AT RANDOM ##**

- 1) Metric A, then Metric B
- 2) Metric B, then Metric A

**## DISPLAY METRICS IN ORDER OF QORDER ON ALL MESSAGE QUESTIONS ##**

**/\* METRIC A \*/** How believable is this statement?

- 1) Very believable
- 2) Somewhat believable
- 3) Somewhat unbelievable
- 4) Very unbelievable
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

**/\* METRIC B \*/** When it comes to completing the American Community Survey, would you say this statement makes you... (**READ CHOICES**)

- 1) Much more likely to complete the American Community Survey
- 2) Somewhat more likely
- 3) Neither more nor less likely
- 4) Somewhat less likely
- 5) Much less likely to complete the American Community Survey
- 6) Don't know (**DO NOT READ**)
- 7) Refused (**DO NOT READ**)

**/\* RANDOM ROTATE SERIES \*/ ## ASK A TOTAL OF 7 ITEMS, WITH ONE FROM EACH OF THE SEVEN THEMES ##**

**## THEME 1: Community (local vs. national level) ## ## ASK ONE OF FOLLOWING ##**

24. State and local leaders in **/\* [INSERT QSTATE] \*/** can use American Community Survey data to determine where to build roads, schools, and hospitals.
25. State and local leaders across the nation can use American Community Survey data to determine where to build roads, schools, and hospitals.

**## THEME 2: Impact/Benefits (money vs. infrastructure) ## ## ASK ONE ##**

26. American Community Survey data help determine the annual distribution of more than \$400 billion in federal funds to communities nationwide.
27. American Community Survey data are used to distribute funds that build and maintain nearly one million miles of highways and fund over four thousand hospitals in communities nationwide.

**## THEME 3: Compare with Decennial Count ## ## ASK ONE OF FOLLOWING ##**

28. Even though all households participate in the census every ten years, only a small number of households participate in the American Community Survey every year. The American Community Survey provides a more up-to-date picture of our communities.

29. The American Community Survey and the Census show us not only the number of people who live in the country, but also how we live as a nation including our education, housing, jobs, and more.

**## THEME 4: Non-Government Users (charities vs. small bus.) ## ## ASK ONE ##**

30. Local charities and non-profit organizations use American Community Survey data to better understand and meet community needs. This detailed, local information is not available from other sources.
31. Small businesses use American Community Survey data to better understand and meet community needs. This detailed, local information is not available from other sources. This detailed, local data is not available from other sources.

**## THEME 5: Safeguards for Privacy (millions participate vs. penalties for disclosure) ##**

32. Census Bureau employees are prohibited by law from releasing any information that can identify any individual who fills out the American Community Survey. Millions of people securely participate in the American Community Survey every year.
33. By law, Census Bureau employees cannot publically release any American Community Survey information that could identify an individual. The penalties for unlawful disclosure can be up to two hundred and fifty thousand dollars and/or up to five years in prison.

**## THEME 6: Local Snapshot (uniform data vs. how we live) ## ## ASK ONE ##**

34. The American Community Survey is a leading source of information people use to learn about their neighborhoods, communities, cities, and states.
35. The American Community Survey is the most reliable source for accurate data about every community in the country from the smallest rural communities to the largest cities.

**## THEME 7: Convenience (convenience + speed vs. conservation + taxpayer savings) ##**

36. Filling out the American Community Survey online is the quickest and easiest way to complete the survey. A paper survey is sent to people who do not complete the survey online.
37. Filling out the American Community Survey online conserves natural resources and saves taxpayers' money. A paper questionnaire is sent to people who do not complete the survey online.

**/\* END SERIES \*/**

**Post-Messaging Metrics (compare to Pre-Test/Pre-Message Metrics)**

**/\* DISPLAY \*/** Thank you. I will now ask you a few brief questions based on what you have just heard.

38. **## POST-TEST (POST MESSAGING) ##** Overall, how would you describe your feelings about the American Community Survey?
- 1) Very favorable
  - 2) Somewhat favorable
  - 3) Somewhat unfavorable
  - 4) Very unfavorable
  - 5) Don't know (**DO NOT READ**)
  - 6) Refused (**DO NOT READ**)
39. **## POST-TEST (POST MESSAGING) ##** How likely would you be to participate in the American Community Survey if contacted by the Census Bureau?
- 1) Very likely
  - 2) Somewhat likely
  - 3) Somewhat unlikely
  - 4) Very unlikely
  - 5) Don't know (**DO NOT READ**)
  - 6) Refused (**DO NOT READ**)
40. **## POST-TEST (POST MESSAGING) ##** Would you say you agree with the following statement? The American Community Survey is an invasion of privacy.
- 1) Strongly agree
  - 2) Somewhat agree
  - 3) Somewhat disagree
  - 4) Strongly disagree
  - 5) Don't know (**DO NOT READ**)
  - 6) Refused (**DO NOT READ**)
41. **## POST-TEST (POST MESSAGING) ##** Do you believe that answering the American Community Survey could **/\* [INSERT QINSERT1] \*/** or neither benefit nor harm you? **## ANSWER CHOICES IN SAME ORDER AS PRE ##**
- 1) Personally benefit you
  - 2) Personally harm you
  - 3) Neither benefit nor harm
  - 4) Both benefit and harm
  - 5) Don't know (**DO NOT READ**)
  - 6) Refused (**DO NOT READ**)

42. **## POST-TEST (POST MESSAGING) ##** Thinking more generally, do you believe that answering the American Community Survey could /\* [INSERT QINSERT2] \*/ or neither benefit nor harm your community?

**## ANSWER CHOICES IN SAME ORDER AS PRE ##**

- 1) Benefit your community
- 2) Harm your community
- 3) Neither benefit nor harm
- 4) Both benefit and harm
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

**DEMOGRAPHICS, INCLUDING COMMUNICATIONS**

/\* **DISPLAY** \*/ Thank you. These final questions are for statistical purposes only.

43. As best as you can recall, did you or did someone else in your household complete the 2010 Census?

- 1) I completed the 2010 Census
- 2) Someone else in my household completed the 2010 Census
- 3) No one in my household completed the 2010 Census
- 4) Don't know (**DO NOT READ**)
- 5) Refused (**DO NOT READ**)

44. As best as you can recall, have you or someone else in your household completed the American Community Survey?

- 1) I have completed the American Community Survey
- 2) Someone else in my household has completed the American Community Survey
- 3) No one in my household has completed the American Community Survey
- 4) Don't know (**DO NOT READ**)
- 5) Refused (**DO NOT READ**)

45. (**ASK OR VERIFY**) Are you male or female?

- |                                   |                           |
|-----------------------------------|---------------------------|
| 1) Male                           | <b>## QUOTA TO 999 ##</b> |
| 2) Female                         | <b>## QUOTA TO 999 ##</b> |
| 3) Refused ( <b>DO NOT READ</b> ) | <b>## QUOTA TO 999 ##</b> |

46. Do you or someone else in your household have any of the following? **(DO NOT READ: MULTIPLE CHOICES PERMITTED)**  
**/\* MULTIPLE RESPONSES PERMITTED \*/**

- 1) A land-line telephone
- 2) A cell-phone, including smart phone
- 3) Don't know **(DO NOT READ) /\* EXCLUSIVE \*/**
- 4) Refused **(DO NOT READ) /\* EXCLUSIVE \*/**

47. Are you taking this survey using a cell phone or a landline phone?
- 1) A land-line telephone **(NOTE: INCLUDE INTERNET-BASED SERVICES LIKE VONTAGE AND MAGICJACK)**
  - 2) A cell-phone, including smart phone
  - 3) Don't know **(DO NOT READ)**
  - 4) Refused **(DO NOT READ)**

48. **## IF HAS CELL PHONE (Q46 = C2) ##** Do you ever use your cell phone to access the internet?

- 1) Yes
- 2) No
- 3) Don't know **(DO NOT READ)**
- 4) Refused **(DO NOT READ)**

49. Do you ever use the internet on a tablet, laptop, or a desktop computer?

- 1) Yes
- 2) No
- 3) Don't know **(DO NOT READ)**
- 4) Refused **(DO NOT READ)**

**/\* Q49A \*/ /\* CODE \*/** Internet

- 1) Has Internet **## IF Q49 = C1 OR Q48 = C1 ##**
- 2) Does not have Internet **## IF Q49 = C2-4 AND Q48 DOES NOT EQUAL C1 ##**
- 3) Undetermined **## IF ELSE ##**

50. **## IF USES INTERNET (Q49A = C1) ##** On an average day, about how many hours do you use the internet at home, work or somewhere else?

- 1) None
- 2) 1-2 hours per day
- 3) 3-4 hours
- 4) 5-6 hours
- 5) 7-8 hours
- 6) 9-10 hours
- 7) More than 10 hours
- 8) Don't know (**DO NOT READ**)
- 9) Refused (**DO NOT READ**)

51. Including yourself, how many people live in your household? /\* **OPEN END NUMERIC (1 TO 30) \*/**

52. Do you have any children in school who are under 18 living at home with you?

- 1) Yes
- 2) No
- 3) Don't know (**DO NOT READ**)
- 4) Refused (**DO NOT READ**)

53. What is the highest grade or year of regular school you completed?

- 1) Less than grade school
- 2) Less than high school graduate
- 3) High school graduate
- 4) Some college
- 5) College graduate
- 6) Post-graduate
- 7) Don't know (**DO NOT READ**)
- 8) Refused (**DO NOT READ**)

54. Are you Hispanic or Latino?

- 1) Yes **## QUOTA TO 999 ##**
- 2) No **## QUOTA TO 999 ##**
- 3) Don't know (**DO NOT READ**) **## QUOTA TO 999 ##**
- 4) Refused (**DO NOT READ**) **## QUOTA TO 999 ##**

55. Which of these categories describes your race? Please select one or more.

**/\* MULTIPLE RESPONSES PERMITTED \*/**

- |  |                           |
|--|---------------------------|
| 1) American Indian or Alaska Native                | <b>## QUOTA TO 999 ##</b> |
| 2) Asian   | <b>## QUOTA TO 999 ##</b> |
| 3) Native Hawaiian or other Pacific Islander       | <b>## QUOTA TO 999 ##</b> |
| 4) Black or African American                       | <b>## QUOTA TO 999 ##</b> |
| 5) White   | <b>## QUOTA TO 999 ##</b> |
| 6) Other <b>/* SPECIFY */</b> (DO NOT READ)        | <b>## QUOTA TO 999 ##</b> |
| 7) Don't know (DO NOT READ) <b>/* EXCLUSIVE */</b> | <b>## QUOTA TO 999 ##</b> |
| 8) Refused (DO NOT READ) <b>/* EXCLUSIVE */</b>    | <b>## QUOTA TO 999 ##</b> |

56. Were you born in the United States?

- 1) Yes
- 2) No
- 3) Don't know (DO NOT READ)
- 4) Refused (DO NOT READ)

57. Does your household rent or own your house or apartment?

- 1) Rent
- 2) Own
- 3) Other **/\* SPECIFY \*/**
- 4) Don't know (DO NOT READ)
- 5) Refused (DO NOT READ)

58. Is your total household income less than \$50,000?

- 1) Yes
- 2) No
- 3) Don't know (DO NOT READ)
- 4) Refuse (DO NOT READ)

59. **## IF <\$50K (Q58 = C1) ##** Is it less than \$25,000?

- 1) Yes
- 2) No
- 3) Don't know (DO NOT READ)
- 4) Refused (DO NOT READ)

60. **## IF >\$50K (Q58 = C2) ##** Is it more than \$75,000?

- 1) Yes
- 2) No
- 3) Don't know (DO NOT READ)
- 4) Refused (DO NOT READ)

61. **## IF <\$75K (Q60 = C1) ##** Is it more than \$100,000?

- 1) Yes
- 2) No
- 3) Don't know (**DO NOT READ**)
- 4) Refused (**DO NOT READ**)

62. **## IF <\$100K(Q61 = C1) ##** Is it more than \$150,000?

- 1) Yes
- 2) No
- 3) Don't know (**DO NOT READ**)
- 4) Refused (**DO NOT READ**)

63. **/\* CODE \*/ Income ## CODED BASED ON PREVIOUS QUESTIONS ##**

- 1) **## IF Q59 = C1 ##** <25k
- 2) **## IF Q58 = C1 AND Q59 = C2 ##** 25k-50k
- 3) **## IF Q58 = C2 AND Q60 = C2 ##** 50k-74k
- 4) **## IF Q60 = C1 AND Q61 = C2 ##** 75k-100k
- 5) **## IF Q61 = C1 AND Q62 = C2 ##** 100k-150k
- 6) **## IF Q62 = C1 ##** >150k
- 7) **## IF OTHER ##** Undetermined

**/\* DISPLAY \*/** Thank you, that concludes our survey. If you have any questions or comments about this survey you may send to Sam Hagedorn at [shagedorn@psasurveys.com](mailto:shagedorn@psasurveys.com). Thank you for participating in this process.

(DO NOT READ: If requested, mailing address is attn: Sam Hagedorn 1110 Vermont Ave NW Suite 1200, Washington DC 20007)

## APPENDIX C: REFINEMENT SURVEY QUESTIONNAIRE (SPANISH)

**American Community Survey, US Census Bureau  
Comprehensive Message Testing  
Refinement Questionnaire  
(n=1,000 completed telephone interviews)**

**Note:**

- Text within **## HASHES ##** denotes comments (not read by interviewer)
- Text with **/\* BRACKETS \*/** denotes survey logic (also not read by interviewer)
- **## CBAMS I & III ##** indicates questions from or adapted from CBAMS I & II

### Screeners

**/\* DISPLAY \*/** Hola, me llamo \_\_\_\_\_ y le estoy llamando de PSB Interviewing, que es una empresa de investigación independiente. Estamos llevando a cabo entrevistas para conocer las opiniones del público sobre cómo el gobierno lleva a cabo encuestas. Esta entrevista será breve y no le va a vender nada.

**(IF NECCESARY)** Estamos llevando a cabo esta encuesta en nombre de la Oficina del Censo de EE.UU. Está aprobada por la Oficina de Administración y Presupuesto número de aprobación 0607-0760 EE.UU. que vence el 30 de septiembre de 2014.

**(IF NECCESARY)** Su número de teléfono fue seleccionado al azar entre todos los números en los Estados Unidos para participar.

**/\* DISPLAY \*/** Bueno. Antes de empezar, quiero decir algunas cosas acerca de la encuesta. Su participación es voluntaria, pero sus respuestas son importantes. Quiero asegurarle que sus respuestas son anónimas y no voy a pedir información que le pueda identificar. Al final de la entrevista, le voy a dar con una dirección de correo electrónico que usted puede usar para enviar cualquier comentario o pregunta acerca de la encuesta.

**/\* QSCREEN \*/** ¿Es usted la persona que por lo general maneja la correspondencia de su hogar?

- 1) Sí
- 2) No
- 3) No sabe (**NO LEA**)

**/\* QSCREEN2 \*/ ## IF QSCREEN = C2 OR C3 ##** ¿Puedo hablar con la persona de su hogar que por lo general maneja la correspondencia?

- 1) Sí **## RETURN TO INITIAL DISPLAY WITH NEW RESPONDENT ##**
- 2) No **/\* TERMINATE \*/**
- 3) No sabe (**NO LEA**) **/\* TERMINATE \*/**

64. ¿Cuál es el idioma que más se habla en su hogar?  
(**NO LEA LAS OPCIONES**)

- 1) Inglés
- 2) Español
- 3) Otro **/\* SPECIFY \*/**
- 4) No sabe (**NO LEA**)
- 5) Se niega a responder (**NO LEA**)

**/\* Q1B \*/ ## IF Q1 = C2 ##** ¿Y Usted prefiere realizar esta entrevista en español?

- 1) Sí **## FLAG FOR SPANISH CALLBACK AND DISCONTINUE ##**
- 2) No

65. ¿A cuál de las siguientes categorías de edad pertenece usted? Deténgame cuando lea la categoría a la que corresponde.

- 1) 17 años o menos **/\* TERMINATE \*/**
- 2) Entre 18 y 24 años
- 3) Entre 25 y 34 años
- 4) Entre 35 y 44 años
- 5) Entre 45 y 54 años
- 6) Entre 55 y 64 años
- 7) 65 años o más
- 8) No sabe (**NO LEA**)
- 9) Se niega a responder (**NO LEA**)

66. ¿Cuál es su código postal de cinco dígitos? **/\* OPEN END NUMERIC (00000 TO 99999) \*/**

**Awareness of Census / ACS**

**/\* Qcensus \*/** Oír sobre el Censo o sobre la Oficina del Censo (Census Bureau) **/\* CODE \*/ ##**  
**CODE AT RANDOM ##**

- 1) Censo
- 2) Oficina del Censo

67. **## IF Census (Qcensus = C1) ##** ¿Ha oído hablar del Censo de los Estados Unidos (Census of the United States)?

- 1) Sí
- 2) No
- 3) No sabe (**NO LEA**)
- 4) Se niega a responder (**NO LEA**)

**/\* DISPLAY \*/ ## IF Census (Qcensus = C1) ##** El Censo es el recuento de todas las personas que viven en los Estados Unidos. Se realiza cada 10 años.

68. **## IF Census (Qcensus = C1) AND IF “NO” OR “DON’T KNOW” TO CENSUS AWARENESS ##** ¿Había oído hablar de esto anteriormente?

- 1) Sí
- 2) No
- 3) No sabe (**NO LEA**)
- 4) Se niega a responder (**NO LEA**)

69. **## IF Census (Qcensus = C1) ##** En términos generales, ¿cómo describiría su opinión general sobre el Censo?

- 1) Muy a favor
- 2) Un poco a favor
- 3) Un poco desfavorable
- 4) Para nada a favor
- 5) No sabe (**NO LEA**)
- 6) Se niega a responder (**NO LEA**)

70. **## IF Census Bureau (Qcensus = C2) ##** ¿Alguna vez oyó hablar sobre la Oficina del Censo de los EE. UU.?

- 5) Sí
- 6) No
- 7) No sabe (**DO NOT READ**)
- 8) No contesta (**DO NOT READ**)

**/\* DISPLAY \*/ ## IF Census Bureau (Qcensus = C2) ##** La Oficina del Censo lleva a cabo una serie de encuestas cada año, incluido un censo de todo Estados Unidos cada diez años.

71. **## IF Census Bureau (Qcensus = C2) AND IF “NO” OR “DON’T KNOW” TO CENSUS AWARENESS ##** ¿Ha oído hablar de esto antes?

- 1) Sí
- 2) No
- 3) No sabe (**DO NOT READ**)
- 4) No contesta (**DO NOT READ**)

72. **## IF Census Bureau (Qcensus = C2) ##** En general, ¿cómo describiría sus sentimientos acerca de la Oficina del Censo de los EE. UU.?

- 1) Muy favorables
- 2) Algo favorables
- 3) Algo en contra
- 4) Nada favorables
- 5) No sabe (**DO NOT READ**)
- 6) No contesta (**DO NOT READ**)

73. ¿Ha oído hablar de la Encuesta sobre la Comunidad Estadounidense (American Community Survey)?

- 1) Sí
- 2) No
- 3) No sabe (**NO LEA**)
- 4) Se niega a responder (**NO LEA**)

**/\* QACS\_topic\*/ Temas para preguntas de la Encuesta sobre la Comunidad Estadounidense (American Community Survey, ACS) /\* CODE \*/ ## ASSIGN AT RANDOM ##**

- 1) Su tiempo de desplazamiento, ingresos y edad de los hijos
- 2) Su estado de discapacidad, ingresos y edad de los hijos
- 3) Matrícula escolar, ocupación y condición de veterano

**/\* DISPLAY \*/ ## IF HAVE HEARD OF ACS ##** Como posiblemente sepa, la Encuesta sobre la Comunidad Estadounidense es realizada por la Oficina del Censo de los EE. UU. Cada año, aproximadamente un tres por ciento de todos los hogares estadounidenses son seleccionados al azar para participar. La encuesta incluye preguntas acerca de usted y de las demás personas de su hogar. Por ejemplo, realiza preguntas sobre temas como: **/\* [INSERT QACS\_TOPIC] \*/.**

**/\* DISPLAY \*/ ## IF HAVE NOT HEARD OF ACS ##** Quisiera darle algo de información acerca de la Encuesta sobre la Comunidad Estadounidense. La Encuesta sobre la Comunidad Estadounidense es realizada por la Oficina del Censo de los EE. UU. Cada año, aproximadamente un tres por ciento de todos los hogares estadounidenses son seleccionados al azar para participar. La encuesta incluye preguntas acerca de usted y de

las demás personas de su hogar. Por ejemplo, realiza preguntas sobre temas como: /\*  
[INSERT QACS\_TOPIC] \*/.

74. **## IF “NO” OR “DON’T KNOW” TO ACS AWARENESS ##** ¿Había oído hablar de esto anteriormente?

- 1) Sí
- 2) No
- 3) No sabe (**NO LEA**)
- 4) Se niega a responder (**NO LEA**)

75. **## PRE-TEST (PRE MESSAGING) ##** En términos generales, ¿cómo describiría su opinión general acerca de la Encuesta sobre la Comunidad Estadounidense?

- 1) Muy a favor
- 2) Un poco a favor
- 3) Un poco desfavorable
- 4) Muy desfavorable
- 5) No sabe (**NO LEA**)
- 6) Se niega a responder (**NO LEA**)

**Attitudes towards government      ## INDICATES POTENTIAL DRILLDOWN CRITERIA ##**

76. En términos generales, ¿cómo describiría su opinión general sobre el gobierno federal?

- 1) Muy a favor
- 2) Un poco a favor
- 3) Un poco desfavorable **##DRILLDOWN CRITERIA##**
- 4) Muy desfavorable **##DRILLDOWN CRITERIA##**
- 5) No sabe (**NO LEA**)
- 6) Se niega a responder (**NO LEA**)

**/\* Qcommerce \*/** ¿Ha oído hablar sobre el Departamento de Comercio de los EE. UU. (U.S. Department of Commerce)? **/\* CODE \*/ ## HALF WILL HEAR ##**

- 1) Oyó hablar sobre el Departamento de Comercio de los EE. UU.
- 2) No oyó hablar sobre el Departamento de Comercio de los EE. UU.

77. **## IF HEAR COMMERCE (Qcommerce = C1) ##** ¿Alguna vez oyó hablar sobre el Departamento de Comercio de los EE. UU.?

- 1) Sí
- 2) No
- 3) No sabe (**DO NOT READ**)
- 4) No contesta (**DO NOT READ**)

**/\* DISPLAY \*/ ## IF HEAR COMMERCE (Qcommerce = C1) ##** El Departamento de Comercio de los EE.UU es el principal departamento del gobierno federal que se ocupa de promover el crecimiento económico de los EE. UU.

78. **## IF HEAR COMMERCE (Qcommerce = C1) AND IF “NO” OR “DON’T KNOW” TO CENSUS AWARENESS ##** ¿Había oído de esto anteriormente?

- 1) Sí
- 2) No
- 3) No sabe (**DO NOT READ**)
- 4) No contesta (**DO NOT READ**)

79. **## IF HEAR COMMERCE (Qcommerce = C1) ##** En general, ¿cómo describiría sus sentimientos acerca del Departamento de Comercio de los EE. UU.?

- 1) Muy favorables
- 2) Algo favorables
- 3) Algo en contra
- 4) Nada favorables
- 5) No sabe (**DO NOT READ**)
- 6) No contesta (**DO NOT READ**)

80. ¿Con qué frecuencia cree que puede confiar en que el gobierno en Washington D. C. hace lo correcto?

- 1) Prácticamente siempre
- 2) La mayor parte del tiempo
- 3) Solo algunas veces **##DRILLDOWN CRITERIA##**
- 4) Nunca (**DO NOT READ**) **##DRILLDOWN CRITERIA##**
- 5) No sabe (**DO NOT READ**) **/\* DO NOT ROTATE \*/**
- 6) No contesta (**DO NOT READ**) **/\* DO NOT ROTATE \*/**

81. ¿Cuál de las siguientes opciones describe mejor su opinión? **/\*RANDOM REVERSE CHOICES\*/**

- 1) El gobierno federal **sabe demasiado** sobre los estadounidenses **##DRILLDOWN CRITERIA##**
- 2) El gobierno federal **sabe suficiente** sobre los estadounidenses
- 3) El gobierno federal **sabe muy poco** sobre los estadounidenses
- 4) No sabe (**NO LEA**) **/\* DO NOT ROTATE \*/**
- 5) Se niega a responder (**NO LEA**) **/\* DO NOT ROTATE \*/**

**Attitudes towards Census Bureau & ACS**

82. **## PRE-TEST (PRE MESSAGING) ##** ¿Cuál es la probabilidad de que participe en la Encuesta sobre la Comunidad Estadounidense (American Community Survey ) si la Oficina del Censo se pone en contacto con usted?

- 1) Muy probable
- 2) Algo probable
- 3) Poco probable **##DRILLDOWN CRITERIA##**
- 4) Nada probable **##DRILLDOWN CRITERIA##**
- 5) No sabe (**NO LEA**)
- 6) Se niega a responder (**NO LEA**)

**/\* QInsert1 \*/ ## TO RANDOMIZE THE ORDER OF THE FOLLOWING QUESTION, RESPONDENTS WILL BE CODED FOR ONE OF THE FOLLOWING ORDERS ##**  
**/\* CODE \*/** Suplemento1

- 1) de alguna manera beneficiarle personalmente, perjudicarlo personalmente
- 2) de alguna manera perjudicarlo personalmente, beneficiarlo personalmente

83. **## PRE-TEST (PRE MESSAGING) ##** ¿Cree que contestar la Encuesta sobre la Comunidad Estadounidense podría [de alguna manera beneficiarle personalmente, perjudicarlo personalmente O de alguna manera perjudicarlo personalmente, beneficiarlo personalmente] o ni beneficiarlo ni perjudicarlo?

**## ANSWER CHOICES WILL BE DISPLAYED IN SAME ORDER AS QTEXT ##**

- 1) Beneficiarlo personalmente
- 2) Perjudicarlo personalmente
- 3) Ni beneficiarlo ni perjudicarlo
- 4) Beneficiarlo y perjudicarlo
- 5) No sabe (NO LEA)
- 6) Se niega a responder (NO LEA)

**##DRILLDOWN CRITERIA##**

**/\* QInsert2 \*/ ## TO RANDOMIZE THE ORDER OF THE FOLLOWING QUESTION, RESPONDENTS WILL BE CODED FOR ONE OF THE FOLLOWING ORDERS ##**  
**/\* CODE \*/** Suplemento2

- 1) de alguna manera beneficiar a su comunidad, perjudicar a su comunidad
- 2) de alguna manera perjudicar a su comunidad, beneficiar a su comunidad

84. **## PRE-TEST (PRE MESSAGING) ##** Pensando de una forma más generalizada, ¿cree que contestar la Encuesta sobre la Comunidad Estadounidense podría [de alguna manera beneficiar a su comunidad, perjudicar a su comunidad O de alguna manera perjudicar a su comunidad, beneficiar a su comunidad] o ni beneficiar ni perjudicar a su comunidad?

**## ANSWER CHOICES WILL BE DISPLAYED IN SAME ORDER AS QTEXT ##**

- 1) Beneficiar a su comunidad
- 2) Perjudicar a su comunidad
- 3) Ni beneficiar ni perjudicar
- 4) Beneficiar y perjudicar
- 5) No sabe (NO LEA)
- 6) Se niega a responder (NO LEA)

**##DRILLDOWN CRITERIA##**

85. **## PRE-TEST (PRE MESSAGING) ##** ¿Podría decir que está de acuerdo con el siguiente enunciado? La Encuesta sobre la Comunidad Estadounidense es una invasión a la privacidad. (LEA LAS OPCIONES)

- 1) Totalmente de acuerdo
- 2) Algo de acuerdo
- 3) Algo en desacuerdo
- 4) Totalmente en desacuerdo
- 5) No sabe (NO LEA)
- 6) Se niega a responder (NO LEA)

**##DRILLDOWN CRITERIA##**

**##DRILLDOWNCRITERIA##**

86. Que usted sepa, ¿existe la obligación legal de que la Oficina del Censo y la Encuesta sobre la Comunidad Estadounidense mantengan la confidencialidad de la información recopilada? **## CBAMS I & II ##**

- 1) Sí
- 2) No **##DRILLDOWN CRITERIA##**
- 3) No sabe (**NO LEA**) **##DRILLDOWN CRITERIA##**
- 4) Se niega a responder (**NO LEA**) **##DRILLDOWN CRITERIA##**

**/\* QDRILLDOWNCODING1 \*/** Codificación inicial **/\* CODE \*/**

**/\* MULTIPLE RESPONSES PERMITTED \*/**

- 1) **## IF Q11=C3 OR C4 ##** Desfavorable al gobierno federal
- 2) **## IF Q12=C3 OR C4 ##** Nunca/A veces confía en que el gobierno haga lo correcto
- 3) **## IF Q13=C1##** El gobierno sabe demasiado
- 4) **## IF Q14=C3 OR C4 ##** No es probable que conteste la ACS
- 5) **## IF Q15=C2 ##** La ACS podría perjudicarlo personalmente
- 6) **## IF Q16=C2 ##** La ACS podría perjudicar a la comunidad
- 7) **## IF Q17=C1 OR C2##** La ACS es una invasión a la privacidad
- 8) **## IF Q18=C2-C4 ##** Dice no estar seguro de la confidencialidad

**/\* QDRILLDOWNCODING 2 \*/** Pregunta secundaria de codificación **/\* CODE \*/**

- 1) **## IF 3+ CHOICES CODED IN PREVIOUS Q ##** Consulte la sección de desglose
- 2) **## IF ELSE ##** No consulte la sección de desglose

**Message Testing**

**/\* DISPLAY \*/** Ahora quisiera leerle algunos enunciados y pedirle su opinión acerca de cada uno de ellos. Le preguntaré qué tan creíble considera cada enunciado y también le preguntaré si ese enunciado haría que sea más o menos probable que responda la Encuesta sobre la Comunidad Estadounidense.

**/\* Qorder \*/** Orden de los indicadores de mensajería/**/\* CODE \*/** **## CODE AT RANDOM ##**  
1) Indicador A, luego indicador B  
2) Indicador B, luego indicador A

**/\* METRIC A \*/** ¿Cuán creíble es este enunciado?

- 1) Muy creíble
- 2) Bastante creíble
- 3) Poco creíble
- 4) Nada creíble
- 5) No sabe (**NO LEA**)
- 6) Se niega a responder (**NO LEA**)

**/\* METRIC B \*/** En lo que respecta a responder la Encuesta sobre la Comunidad Estadounidense, ¿podría decir que este enunciado le hace...? (**LEA LAS OPCIONES**)

- 1) Mucho más probable responder la Encuesta sobre la Comunidad Estadounidense
- 2) Algo más probable
- 3) Ni más ni menos probable
- 4) Algo menos probable
- 5) Mucho menos probable responder la Encuesta sobre la Comunidad Estadounidense
- 6) No sabe (**NO LEA**)
- 7) Se niega a responder (**NO LEA**)

**/\* RANDOM ROTATE SERIES \*/** **## ASK 6 OF 11 ##**

**/\* RANDOM ROTATE SERIES \*/** **## ASK A TOTAL OF 7 ITEMS, WITH ONE FROM EACH OF THE SEVEN THEMES ##**

**## THEME 1: Community (local vs. national level) ##** **## ASK ONE OF FOLLOWING ##**

87. Los líderes a nivel local y estatal de **/\* [INSERT QSTATE] \*/** pueden emplear los datos recopilados por la Encuesta sobre la Comunidad Estadounidense a fin de determinar los sitios en que deben construirse carreteras, escuelas y hospitales.
88. Los líderes a nivel local y estatal de todo el país pueden emplear los datos recopilados por la Encuesta sobre la Comunidad Estadounidense a fin de determinar los sitios en que deben construirse carreteras, escuelas y hospitales.

**## THEME 2: Impact/Benefits (money vs. infrastructure) ## ## ASK ONE ##**

89. Los datos recopilados por la Encuesta sobre la Comunidad Estadounidense ayudan a determinar la distribución anual de más de 400.000 millones de dólares estadounidenses en fondos federales para las comunidades de todo el país.
90. Los datos recopilados por la Encuesta sobre la Comunidad Estadounidense se emplean para distribuir fondos que permiten la construcción y el mantenimiento de casi un millón de millas de autopistas y para financiar más de cuatro mil hospitales en las comunidades de todo el país.

**## THEME 3: Compare with Decennial Count ## ## ASK ONE OF FOLLOWING ##**

91. Si bien todas las viviendas participan en el censo cada diez años, solo una pequeña cantidad de viviendas participan en la Encuesta sobre la Comunidad Estadounidense cada año. La Encuesta sobre la Comunidad Estadounidense ofrece un panorama más actualizado de nuestras comunidades.
92. La Encuesta sobre la Comunidad Estadounidense y el Censo nos muestran no solo la cantidad de personas que viven en el país, sino también cómo vivimos como nación, incluidos educación, vivienda, empleo y más.

**## THEME 4: Non-Government Users (charities vs. small bus.) ## ## ASK ONE ##**

93. Las organizaciones sin fines de lucro y de beneficencia a nivel local emplean los datos recopilados por la Encuesta sobre la Comunidad Estadounidense para comprender mejor y poder satisfacer las necesidades de las comunidades. Esta información detallada y local no se encuentra disponible a partir de otras fuentes.
94. Las pequeñas empresas emplean los datos recopilados por la Encuesta sobre la Comunidad Estadounidense para comprender mejor y poder satisfacer las necesidades de las comunidades. Estos datos detallados y locales no se encuentran disponibles a partir de otras fuentes.

**## THEME 5: Safeguards for Privacy (millions participate vs. penalties for disclosure) ##**

95. Los empleados de la Oficina del Censo tienen prohibido por ley dar a conocer información que pueda identificar a un individuo que complete la Encuesta sobre la Comunidad Estadounidense. Millones de personas participan de manera segura en la Encuesta sobre la Comunidad Estadounidense cada año.
96. Por ley, los empleados de la Oficina del Censo no pueden dar a conocer públicamente información recopilada por la Encuesta sobre la Comunidad Estadounidense que pudiera identificar a un individuo. Las sanciones por divulgación ilegal pueden ser de hasta doscientos cincuenta mil dólares estadounidenses y/o hasta cinco años de prisión.

**## THEME 6: Local Snapshot (uniform data vs. how we live) ## ## ASK ONE ##**

97. La Encuesta sobre la Comunidad Estadounidense es una fuente líder de información que las personas emplean para conocer sus vecindarios, comunidades, ciudades y estados.
98. La Encuesta sobre la Comunidad Estadounidense es la fuente más confiable para obtener datos precisos sobre cada comunidad del país, desde las comunidades rurales más pequeñas hasta las grandes ciudades.

**## THEME 7: Convenience (convenience + speed vs. conservation + taxpayer savings) ##**

99. La manera más rápida y simple de completar la Encuesta sobre la Comunidad Estadounidense es hacerlo en línea. A las personas que no completan la encuesta en línea se les envía una encuesta en papel.
100. Completar la Encuesta sobre la Comunidad Estadounidense en línea permite la conservación de los recursos naturales y representa un ahorro de dinero para los contribuyentes. A las personas que no completan la encuesta en línea se les envía un cuestionario en papel.

**/\* END SERIES \*/**

**Post-Messaging Metrics (compare to Pre-Test/Pre-Message Metrics)**

**/\* DISPLAY \*/** Gracias. Ahora voy a hacerle unas preguntas breves en base a lo que acaba de escuchar.

101. **## POST-TEST (POST MESSAGING) ##** En términos generales, ¿cómo describiría su opinión general acerca de la Encuesta sobre la Comunidad Estadounidense?
- 1) Muy a favor
  - 2) Un poco a favor
  - 3) Un poco desfavorable
  - 4) Para nada a favor
  - 5) No sabe (**NO LEA**)
  - 6) Se niega a responder (**NO LEA**)
102. **## POST-TEST (POST MESSAGING) ##** ¿Cuál es la probabilidad de que participe en la Encuesta sobre la Comunidad Estadounidense si la Oficina del Censo se pone en contacto con usted?
- 1) Muy probable
  - 2) Algo probable
  - 3) Poco probable
  - 4) Nada probable
  - 5) No sabe (**NO LEA**)
  - 6) Se niega a responder (**NO LEA**)

103. **## POST-TEST (POST MESSAGING) ##** ¿Podría decir que está de acuerdo con el siguiente enunciado? La ECE es una invasión a la privacidad. **## CBAMS I & II ##**

- 1) Totalmente de acuerdo
- 2) Algo de acuerdo
- 3) Algo en desacuerdo
- 4) Totalmente en desacuerdo
- 5) No sabe (**NO LEA**)
- 6) Se niega a responder (**NO LEA**)

104. **## POST-TEST (POST MESSAGING) ##** ¿Cree que el contestar la Encuesta sobre la Comunidad Estadounidense podría [de alguna manera beneficiarle personalmente, perjudicarle personalmente O de alguna manera perjudicarle personalmente, beneficiarle personalmente] o ni beneficiarle ni perjudicarle? **## ANSWER CHOICES IN SAME ORDER AS PRE ##**

- 7) Beneficiarle personalmente
- 8) Perjudicarle personalmente
- 9) Ni beneficiarle ni perjudicarle
- 10) Beneficiarle y perjudicarle
- 11) No sabe (**NO LEA**)
- 12) Se niega a responder (**NO LEA**)

105. **## POST-TEST (POST MESSAGING) ##** Pensando de una forma más generalizada, ¿cree que contestar la Encuesta sobre la Comunidad Estadounidense podría [de alguna manera beneficiar a su comunidad, perjudicar a su comunidad O de alguna manera perjudicar a su comunidad, beneficiar a su comunidad] o ni beneficiar ni perjudicar a su comunidad?

**## ANSWER CHOICES IN SAME ORDER AS PRE ##**

- 1) Beneficiar a su comunidad
- 2) Perjudicar a su comunidad
- 3) Ni beneficiar ni perjudicar
- 4) Beneficiar y perjudicar
- 5) No sabe (**NO LEA**)
- 6) Se niega a responder (**NO LEA**)

**DEMOGRAPHICS, INCLUDING COMMUNICATIONS**

**/\* DISPLAY \*/** Gracias. Las siguientes preguntas finales son únicamente para fines estadísticos.

106. Que usted recuerde, ¿usted o alguien de su hogar completó el Censo del 2010?
- 1) Yo completé el Censo del 2010
  - 2) Alguien de mi hogar completó el Censo del 2010
  - 3) Nadie de mi hogar completó el Censo del 2010
  - 4) No sabe (**NO LEA**)
  - 5) Se niega a responder (**NO LEA**)
107. Que usted recuerde, ¿usted o alguien de su hogar contestó la Encuesta sobre la Comunidad Estadounidense?
- 1) Yo contesté la Encuesta sobre la Comunidad Estadounidense
  - 2) Alguien de mi hogar contestó la Encuesta sobre la Comunidad Estadounidense
  - 3) Nadie de mi hogar contestó la Encuesta sobre la Comunidad Estadounidense
  - 4) No sabe (**NO LEA**)
  - 5) Se niega a responder (**NO LEA**)
108. (**PREGUNTE O VERIFIQUE**) ¿Es usted hombre o mujer?
- 1) Hombre
  - 2) Mujer
  - 3) Se niega a responder (**NO LEA**)
109. ¿Usted o alguien de su hogar tiene alguno de los siguientes artículos? Por favor marque todos los que aplican **/\* MULTIPLE RESPONSES PERMITTED \*/**
- 1) Un teléfono fijo
  - 2) Un teléfono móvil, incluso un teléfono inteligente
  - 3) No sabe (**NO LEA**)
  - 4) Se niega a responder (**NO LEA**)
110. ¿Usted realiza esta encuesta mediante un teléfono celular o un teléfono fijo?
- 1) Un teléfono fijo (Note: include internet-based services like Vontage and Magicjack)
  - 2) Un teléfono celular, incluido un teléfono inteligente
  - 3) No sabe (**DO NOT READ**)
  - 4) No contesta (**DO NOT READ**)

111. **## IF HAS CELL PHONE ##** ¿Alguna vez accede a Internet desde su teléfono móvil?
- 1) Sí
  - 2) No
  - 3) No sabe (**NO LEA**)
  - 4) Se niega a responder (**NO LEA**)
112. ¿Alguna vez usa Internet desde una tableta, una computadora portátil o una computadora de escritorio?
- 1) Sí
  - 2) No
  - 3) No sabe (**NO LEA**)
  - 4) Se niega a responder (**NO LEA**)
113. **## IF USES INTERNET ##** En un día normal, ¿cuántas horas usa Internet en la casa, en el trabajo o en cualquier otro lugar?
- 1) Ninguna
  - 2) De 1 a 2 horas al día
  - 3) De 3 a 4 horas
  - 4) De 5 a 6 horas
  - 5) De 7 a 8 horas
  - 6) De 9 a 10 horas
  - 7) Más de 10 horas
  - 8) No sabe (**NO LEA**)
  - 9) Se niega a responder (**NO LEA**)
114. Incluyendo a usted, ¿cuántas personas viven en su hogar?  
/\* **OPEN END NUMERIC (1 TO 50)** \*/
115. ¿Tiene hijos menores de 18 años que asistan a la escuela y vivan en su hogar?
- 1) Sí
  - 2) No
  - 3) No sabe (**NO LEA**)
  - 4) Se niega a responder (**NO LEA**)

116. ¿Cuál fue el grado o año de estudios más alto que completó?
- 1) Escuela primaria incompleta
  - 2) Escuela secundaria incompleta
  - 3) Escuela secundaria completa
  - 4) Estudios universitarios incompletos
  - 5) Estudios universitarios completos
  - 6) Posgrado
  - 7) No sabe (**NO LEA**)
  - 8) Se niega a responder (**NO LEA**)
117. ¿Es usted hispano o latinoamericano?
- 5) Sí
  - 1) No
  - 2) No sabe (**NO LEA**)
  - 3) Se niega a responder (**NO LEA**)
118. ¿Cuál de las siguientes categorías describe su origen étnico? Por favor seleccione todos los que apliquen a usted.  
/\* **MULTIPLE RESPONSES PERMITTED** \*/
- 1) Indígena estadounidense o nativo de Alaska
  - 2) Asiático
  - 3) Nativo de Hawái o nativo de otra de las islas del Pacífico
  - 4) Negro o afroamericano
  - 5) Blanco
  - 6) Otro /\* **SPECIFY** \*/
  - 7) No sabe (**NO LEA**)
  - 8) Se niega a responder (**NO LEA**)
119. ¿Nació usted en los Estados Unidos?
- 1) Sí
  - 2) No
  - 3) No sabe (**NO LEA**)
  - 4) Se niega a responder (**NO LEA**)
120. ¿Usted o las personas de su hogar son propietarios o están alquilando su casa o apartamento?
- 1) Alquila
  - 2) Propietario
  - 3) Otro /\* **SPECIFY** \*/
  - 4) No sabe (**NO LEA**)
  - 5) Se niega a responder (**NO LEA**)

121. ¿Es su ingreso familiar total menos de \$50,000?
- 1) Sí
  - 2) No
  - 3) No sabe (NO LEA)
  - 4) Se niega a responder (NO LEA)

122. **## IF <\$50K ##**¿Es menos de \$25,000?
- 5) Sí
  - 6) No
  - 7) No sabe (NO LEA)
  - 8) Se niega a responder (NO LEA)

123. **## IF >\$50K ##**¿Es más de \$75,000?
- 9) Sí
  - 10) No
  - 11) No sabe (NO LEA)
  - 12) Se niega a responder (NO LEA)

124. **## IF <\$75K ##**¿Es más de \$100,000?
- 13) Sí
  - 14) No
  - 15) No sabe (NO LEA)
  - 16) Se niega a responder (NO LEA)

125. **## IF <\$100K ##**¿Es más de \$150,000 ¿
- 1) Sí
  - 2) No
  - 3) No sabe (NO LEA)
  - 4) Se niega a responder (NO LEA)

126. **/\* CODE \*/ Ingreso ## CODED BASED ON PREVIOUS QUESTIONS ##**

- 1) **## IF Q53 = C1 AND Q54 = C1 ##** menos de 25,000
- 2) **## IF Q53 = C1 AND Q54 = C2 ##** de 25,000 a 50,000
- 3) **## IF Q53 = C2 AND Q55 = C2 ##** de 50,000 a 74,000
- 4) **## IF Q55 = C1 AND Q56 = C2 ##** de 75,000 a 100,000
- 5) **## IF Q56 = C1 AND Q57 = C2 ##** de 100,000 a 150,000
- 6) **## IF Q57 = C1 ##** más de 150,000
- 7) **## IF OTHER ##** no determinado

**/\* DISPLAY \*/** Gracias, este concluye la encuesta. Si usted tiene alguna pregunta o comentario sobre esta encuesta puede enviar a Sam Hagedorn en [shagedorn@psasurveys.com](mailto:shagedorn@psasurveys.com). Gracias por participar en esta entrevista.

**(DO NOT READ):** Si se solicita, el dirección de correo es “attn: Sam Hagedorn 1110 Vermont Ave NW Suite 1200, Washington DC 20005”

## APPENDIX D: REFINEMENT SURVEY DATABOOK

This Refinement survey is designed to support those goals by providing formative research that will help ACS decision-makers develop effective messages. The study provides practical utility to guide further communications research projects by testing differences between various messages. Other qualitative research projects, including Key Informant Interviews, Mental Modeling interviews with Census Bureau staff that collect telephone and in-person responses, and Deliberative Focus Groups will contribute to developing effective messages for respondents.

### Methodology

This data collection has been approved by the Office of Management and Budget (OMB) as part of the CLMSO Generic Clearance for Data Use and Customer Evaluation Surveys, OMB No. 0607-0760.

Penn Schoen Berland (PSB) conducted telephone interviews from March 20 - April 1, 2014 among n=1,005 Americans adults who generally handle the mail for their household.

These findings are designed to provide guidance for internal Census Bureau decision-making only. The findings are not intended for publication or public dissemination. While the results may inform subsequent ACS research, they may not be used to drive any policy decisions. Data from the study will be included in reports with clear statements about the methodology and limitations.

Note: some percentages may add to more or less than 100% due to rounding or item non-response. Volunteered answers are indicated by "(Vol.)"

Definition of Crosstabs			
Crosstab		Definition of crosstab	% total
All		Adults who generally handle the mail	100
Gender	Male	Males	45
	Female	Females	55
Age	18-34	18-34 years old	21
	35-44	35-44 years old	17
	45-64	45-64 years old	39
	65+	65+ years old	23
Ethnicity	Hispanic	Hispanic, any race	12
	Non-Hispanic	Non-Hispanic, any race	86
Race	White	White, any ethnicity	71
	Black/AA	Black or African American, any ethnicity	12
	Asian	Asian, any ethnicity	4
Education	HS or less	High school graduate or less, no college	29
	At least some college	Some college or more	68
Residence	Rent Home	Rents home	28
	Own Home	Owns home	68
HHI	HHI <50K	Household income less than 50k/year	40
	HHI >50K	Household income more than 50k/year	45
ACS Participation	ACS part. likely	Self-reported very likely or somewhat likely to participate in the ACS, if contacted	74
	Part. not likely	Self-reported very unlikely or somewhat unlikely to participate in the ACS, if contacted	25
Distrustful	Dis. trust	Qualified to hear the distrustful drilldown on intrusiveness and privacy questions	25
	Not dis. trust	Did not hear the distrustful drilldown	75

**Introduction/Screens**

**(ALL HEARD THE FOLLOWING)** Hello, my name is \_\_\_\_\_ and I'm calling from PSB Interviewing, an independent research firm. We are conducting interviews to learn the public's views on how the government conducts research surveys. This interview will be brief and we are not trying to sell you anything.

**(IF NECESSARY)** We are conducting this survey on behalf of the U.S. Census Bureau. It has been approved by US Office of Management and Budget approval number 0607-0760, expiring on September 30th, 2014.

**(IF NECESSARY)** Your phone number was randomly selected to participate from all the numbers in the United States.

**(ALL HEARD THE FOLLOWING)** Great, before we start, I want to tell you a few things about the survey. Participation is voluntary, but your responses are important. I want to assure you your answers will be kept anonymous and I will not ask for information that could personally identify you. At the end of the interview, I will provide you with an email address where you can send any comments or questions about this survey.

1. Are you someone in your household who generally handles the mail?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Yes	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

2. What language is spoken most often in this household? (CHOICES NOT READ)	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
English	92	93	92	85	90	96	95	50	98	96	98	89	83	96	85	95	86	97	93	92	95	91
Spanish	6	5	7	12	8	4	4	50	0	3	2	0	17	2	13	4	13	2	6	6	3	8
Other	1	1	1	3	2	0	1	1	1	1	0	11	0	2	2	1	1	1	1	2	2	1
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Appendix D: Refinement Survey Databook

3. (IF SPANISH) Would you prefer to conduct this interview in Spanish?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	43	17	26	13	9	11	10	40	3	16	2	0	34	8	25	17	36	6	31	10	5	38
Base (n-size, weighted)	64	25	39	27	13	14	9	60	4	23	3	0	49	14	38	25	53	9	47	14	7	57
Yes	76	76	76	64	78	91	83	81	0	80	100	0	82	54	82	69	78	62	71	87	80	75
No	24	24	24	36	22	9	17	19	100	20	0	0	18	46	18	31	22	38	29	13	20	25
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

4. In which of these age categories do you belong? Please just stop me when I read the appropriate category.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
17 and under	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18-24	5	7	3	24	0	0	0	9	4	4	7	10	9	3	11	2	5	5	5	5	3	6
25-34	16	19	14	76	0	0	0	30	15	14	14	24	16	17	26	13	17	16	18	12	14	17
35-44	17	19	16	0	100	0	0	22	17	16	17	38	15	19	20	17	14	20	18	17	19	17
45-54	20	19	20	0	0	51	0	17	20	20	25	14	15	21	16	21	16	24	21	17	15	21
55-64	19	18	19	0	0	49	0	10	20	20	20	3	18	19	14	21	19	20	18	20	21	18
65 and over	23	17	27	0	0	0	100	12	24	25	17	11	27	20	14	26	28	15	20	29	28	21
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

5. What is your five digit zip code?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Varies	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

**Awareness of Census / ACS**

**(RESPONDENTS HEARD EITHER “CENSUS” OR THE “CENSUS BUREAU”)**

6. (CODED AT RANDOM) Hear Census or Census Bureau.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
census	51	51	50	52	52	48	51	55	50	48	58	59	50	51	49	51	49	52	50	51	51	50
Census Bureau	49	49	50	48	48	52	49	45	50	52	42	41	50	49	51	49	51	48	50	49	49	50

7. (IF CENSUS) Have you ever heard of the census of the United States?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	505	231	273	65	81	193	165	43	451	377	67	14	142	353	120	364	203	246	369	126	130	375
Base (n-size, weighted)	508	229	278	113	92	186	116	66	431	346	72	26	145	353	139	348	205	251	376	122	128	380
Yes	90	86	92	77	95	92	94	71	93	94	86	82	83	93	81	94	86	94	90	89	93	89
No	10	13	7	23	5	8	5	29	7	5	14	18	17	7	19	6	14	6	10	10	6	11
Don't know (Vol.)	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

**(ALL CENSUS HEARD THE FOLLOWING)** The Census is the count of all the people who live in the United States. It happens every 10 years.

8. (AMONG THOSE WHO HAD NOT HEARD OF THE CENSUS OR DID NOT KNOW INITIALLY) Have you ever heard of that before?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	42	24	18	14	4	14	10	11	29	20	9	2	21	18	18	19	22	12	31	11	7	35
Base (n-size, weighted)	52	31	21	26	4	15	7	19	31	20	10	5	25	24	26	20	29	15	39	13	9	43
Yes	50	47	54	36	48	69	60	41	52	60	36	54	41	52	32	73	48	35	52	43	90	41
No	50	53	46	64	52	31	40	59	48	40	64	46	59	48	68	27	52	65	48	57	10	59
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Appendix D: Refinement Survey Databook

9. (IF CENSUS) Overall, how would you describe your general feelings about the census?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	<b>505</b>	231	273	65	81	193	165	43	451	377	67	14	142	353	120	364	203	246	369	126	130	375
Base (n-size, weighted)	<b>508</b>	229	278	113	92	186	116	66	431	346	72	26	145	353	139	348	205	251	376	122	128	380
Very favorable	<b>35</b>	29	40	23	28	39	48	43	35	36	38	32	33	37	38	36	37	37	41	19	15	42
Somewhat favorable	<b>47</b>	52	43	52	50	47	41	38	49	52	43	44	46	48	44	50	48	48	47	48	52	46
Somewhat unfavorable	<b>8</b>	8	7	11	10	6	5	11	6	6	8	0	7	7	6	7	6	6	5	17	16	5
Very unfavorable	<b>4</b>	4	3	4	5	3	3	5	3	3	2	0	3	4	3	4	2	4	2	8	8	2
Don't know (Vol.)	<b>6</b>	6	5	9	7	5	4	2	6	3	9	24	10	4	9	4	7	4	5	8	9	5
Refused (Vol.)	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

10. (IF CENSUS BUREAU) Have you ever heard of the U.S. Census Bureau?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	<b>500</b>	221	277	64	71	208	157	37	448	386	51	12	147	339	127	351	215	224	366	125	136	364
Base (n-size, weighted)	<b>497</b>	223	274	103	83	199	112	54	429	368	52	18	147	338	144	334	210	229	373	117	124	374
Yes	<b>94</b>	95	92	94	95	95	90	90	95	96	89	90	88	96	89	96	90	98	94	93	94	93
No	<b>6</b>	5	8	6	5	5	10	10	5	4	11	10	12	4	11	4	10	2	6	7	6	7
Don't know (Vol.)	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused (Vol.)	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

**(ALL CENSUS BUREAU HEARD THE FOLLOWING)** The Census Bureau conducts a variety of surveys every year, including a census of the entire United States once every ten years.

Appendix D: Refinement Survey Databook

11. (AMONG THOSE WHO HAD NOT HEARD OF THE CENSUS BUREAU OR DID NOT KNOW INITIALLY) Have you ever heard of that before?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	32	11	21	4	3	10	15	4	25	17	6	100	16	13	13	17	21	5	23	9	8	24
Base (n-size, weighted)	32	11	21	6	4	10	11	6	24	16	6	2	18	12	16	14	21	5	24	8	7	25
Yes	56	64	52	52	24	48	76	50	56	62	57	0	59	43	36	74	50	47	50	73	70	52
No	42	30	48	48	76	52	18	50	41	33	43	100	41	52	64	21	47	53	50	19	21	48
Don't know (Vol.)	2	6	0	0	0	0	6	0	3	4	0	0	0	5	0	5	3	0	0	8	9	0
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

12. (IF CENSUS BUREAU) Overall, how would you describe your general feelings about the U.S. Census Bureau?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	500	221	277	64	71	208	157	37	448	386	51	12	147	339	127	351	215	224	366	125	136	364
Base (n-size, weighted)	497	223	274	103	83	199	112	54	429	368	52	18	147	338	144	334	210	229	373	117	124	374
Very favorable	32	27	37	30	26	37	32	33	33	32	42	18	32	33	28	34	30	36	38	15	13	39
Somewhat favorable	50	52	48	55	52	46	51	54	50	50	49	50	51	50	53	49	53	48	48	59	54	49
Somewhat unfavorable	4	6	2	1	3	6	4	5	4	5	0	4	3	5	2	5	3	5	3	8	10	2
Very unfavorable	3	5	1	1	6	2	5	3	3	3	0	9	5	2	3	3	4	1	1	9	9	1
Don't know (Vol.)	10	9	10	12	14	7	8	3	10	10	7	19	9	10	12	9	9	8	10	8	13	9
Refused (Vol.)	1	1	1	0	0	2	0	2	1	0	2	0	1	1	2	0	1	1	1	1	1	1

**Awareness of ACS**

13. Have you ever heard of the American Community Survey?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Yes	12	11	13	11	10	13	13	27	10	9	23	8	21	9	17	10	16	8	12	14	12	12
No	87	88	86	89	88	86	85	73	89	90	75	92	77	91	82	89	82	92	87	86	88	86
Don't know (Vol.)	1	0	2	0	2	0	2	0	1	1	2	0	2	1	1	1	1	0	1	0	0	1
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

**(RESPONDENTS HEARD ONE OF THE FOLLOWING DESCRIPTIONS)**

14. (CODED AT RANDOM) Which topics for ACS question	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
school enrollment, occupation, and veteran status	34	35	33	31	39	33	33	38	33	34	29	46	30	35	31	35	30	36	34	32	34	34
your disability status, income, and the age of children	32	33	31	33	33	32	32	30	32	32	32	20	35	31	32	32	35	31	31	36	34	32
your commute time, income, and the age of children	34	32	36	36	29	35	34	32	35	34	39	33	36	34	37	33	34	33	35	32	32	35

**(ALL HEARD THE FOLLOWING)** I would like to tell you some information about the American Community Survey. Each year roughly three percent of all US households are selected at random to participate. The survey asks questions about you and the people in your household. For example, it asks about topics such as **[RANDOMLY INSERT DESCRIPTION FROM ABOVE ]**.

Appendix D: Refinement Survey Databook

15. (AMONG THOSE WHO HAD NOT HEARD OF THE ACS OR DID NOT KNOW INITIALLY) Have you ever heard of that before?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	886	403	480	115	138	350	282	59	803	692	88	23	230	634	204	645	353	432	653	216	236	650
Base (n-size, weighted)	883	401	481	191	158	334	198	89	772	646	97	41	232	631	236	613	347	441	662	206	222	661
Yes	20	21	20	26	16	19	21	27	20	20	23	12	25	19	21	20	22	20	22	17	18	21
No	78	78	78	71	82	80	77	70	78	79	77	81	72	80	78	78	75	79	76	82	81	77
Don't know (Vol.)	2	1	2	3	1	1	2	3	2	1	0	7	3	1	2	2	2	2	2	1	1	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

16. Overall, how would you describe your general feelings about the American Community Survey?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Very favorable	14	13	15	15	7	15	18	25	13	12	22	3	21	12	20	12	19	12	17	6	4	18
Somewhat favorable	46	46	46	57	55	43	34	51	45	45	55	57	48	45	50	45	49	47	51	29	32	51
Somewhat unfavorable	10	12	8	5	10	12	11	5	10	10	7	8	11	9	7	11	9	9	5	26	23	6
Very unfavorable	4	5	4	2	6	5	5	5	4	4	2	4	3	5	3	5	4	4	2	12	14	1
Don't know (Vol.)	25	22	26	19	22	25	32	13	26	27	12	29	17	28	19	27	18	27	23	26	27	24
Refused (Vol.)	1	1	1	2	0	1	0	0	1	1	2	0	0	1	1	1	1	1	1	0	0	1

**Attitudes towards government**

17. Overall, how would you describe your feelings about the Federal Government?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Very favorable	11	10	11	10	7	12	12	18	10	8	15	12	12	10	15	9	13	10	12	7	1	14
Somewhat favorable	35	33	37	35	41	37	29	52	33	32	56	21	37	35	43	32	36	36	39	23	9	44
Somewhat unfavorable*	27	27	28	31	29	25	25	20	28	31	12	30	24	29	23	30	23	31	27	28	35	24
Very unfavorable*	25	28	22	21	23	24	30	10	26	27	12	32	25	24	15	28	25	22	20	41	53	15
Don't know (Vol.)	2	2	1	2	0	2	2	0	2	1	3	5	2	2	3	1	2	1	2	1	0	2
Refused (Vol.)	0	0	1	1	0	0	1	0	1	1	1	0	1	0	1	0	0	0	0	1	1	0

\*Indicates potential drilldown criteria

**Awareness of U.S. Department of Commerce**

**(HALF OF RESPONDENTS HEARD THE FOLLOWING QUESTIONS ON DEPARTMENT OF COMMERCE)**

18. (CODED AT RANDOM) Hear U.S. Department of Commerce	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Hear U.S. Department of Commerce	53	55	51	59	50	51	53	57	53	53	56	50	57	51	60	51	55	53	54	49	50	54
Do not hear U.S. Department of Commerce	47	45	49	41	50	49	47	43	47	47	44	50	43	49	40	49	45	47	46	51	50	46

Appendix D: Refinement Survey Databook

19. (IF COMMERCE) Have you ever heard of the U.S. Department of Commerce?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	528	248	278	76	76	206	170	45	469	401	64	14	164	352	146	361	227	243	393	127	137	391
Base (n-size, weighted)	533	251	281	127	88	197	121	68	452	380	70	22	167	355	169	345	227	256	407	117	126	406
Yes	91	92	90	82	90	95	95	65	95	94	88	83	83	95	85	94	86	95	92	87	91	91
No	8	7	9	17	9	5	4	31	5	5	12	17	17	4	15	5	13	4	8	10	6	9
Don't know (Vol.)	1	1	1	2	0	0	1	5	0	1	0	0	1	1	0	1	1	1	0	3	2	0
Refused (Vol.)	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0

**(ALL COMMERCE RESPONDENTS HEARD THE FOLLOWING)** The U.S. Department of Commerce is the primary Federal Government department concerned with promoting economic growth for the U.S.

20. (AMONG THOSE WHO HAD NOT HEARD OF DEPT. OF COMMERCE OR DID NOT KNOW INITIALLY) Have you ever heard of that before?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	36	15	21	12	7	9	8	14	20	17	7	2	22	13	18	16	25	7	23	13	9	27
Base (n-size, weighted)	48	21	27	23	9	10	6	24	22	21	9	4	29	18	26	21	31	12	33	15	11	37
Yes	19	15	22	19	23	0	41	22	17	35	0	0	15	27	9	30	14	26	10	38	34	15
No	79	85	74	81	64	100	59	78	78	60	100	100	82	73	87	70	83	74	86	62	66	83
Don't know (Vol.)	2	0	4	0	12	0	0	0	5	5	0	0	4	0	4	0	4	0	3	0	0	3
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

21. (IF COMMERCE) Overall, how would you describe your general feelings about the U.S. Department of Commerce?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	528	248	278	76	76	206	170	45	469	401	64	14	164	352	146	361	227	243	393	127	137	391
Base (n-size, weighted)	533	251	281	127	88	197	121	68	452	380	70	22	167	355	169	345	227	256	407	117	126	406
Very favorable	13	12	13	16	10	13	12	22	11	11	12	10	18	10	15	12	17	9	15	7	3	16
Somewhat favorable	46	44	48	56	49	39	45	64	43	44	56	28	49	44	52	43	46	47	49	35	27	52
Somewhat unfavorable	26	26	26	18	31	29	26	4	30	30	18	33	19	30	18	31	25	30	25	33	41	21
Very unfavorable	10	12	8	3	8	14	12	5	10	10	8	13	10	10	8	10	7	9	6	22	24	5
Don't know (Vol.)	5	6	4	8	1	4	5	5	5	3	6	17	4	5	6	4	5	5	5	3	4	5
Refused (Vol.)	1	0	1	0	1	1	1	0	1	1	0	0	0	1	0	1	0	0	1	0	0	1

Appendix D: Refinement Survey Databook

22. How often do you think you can trust the government in Washington, DC to do what is right?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Just about always	4	4	4	6	5	3	4	11	3	3	8	5	8	3	7	3	7	2	5	3	0	6
Most of the time	20	20	20	23	22	19	17	30	18	18	20	22	17	21	26	17	18	22	23	11	1	26
Only some of the time*	60	59	62	57	61	60	66	51	62	62	61	51	58	62	55	64	62	61	60	61	67	58
Never (Vol.)*	14	15	13	12	13	17	12	5	15	16	8	17	15	13	10	15	11	13	11	23	32	8
Don't know (Vol.)	1	1	1	3	0	1	1	3	1	1	2	5	1	1	3	1	1	1	1	1	0	2
Refused (Vol.)	0	0	0	0	0	1	0	0	0	0	1	0	0	1	1	0	0	0	0	1	0	0

\*Indicates potential drilldown criteria

23. Which of the following best describes your opinion?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
The Federal Government knows too much about Americans*	35	40	31	37	35	32	38	31	35	37	30	22	35	35	31	36	33	35	31	47	73	22
The Federal Government knows enough about Americans	38	38	38	37	41	40	33	43	38	39	30	59	32	41	40	38	34	45	42	27	9	48
The Federal Government knows too little about Americans	23	20	26	25	19	22	26	23	23	19	39	19	32	19	26	22	30	17	24	22	15	26
Don't know (Vol.)	3	2	4	1	3	5	3	3	3	4	1	0	2	4	2	3	3	2	3	4	2	3
Refused (Vol.)	1	0	1	0	1	1	1	0	1	1	1	0	0	1	1	1	0	1	0	1	1	1

\*Indicates potential drilldown criteria

Appendix D: Refinement Survey Databook

24. How likely would you be to participate in the American Community Survey if contacted by the Census Bureau?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Very likely	33	34	33	31	34	37	28	35	34	33	43	21	31	35	39	32	36	36	45	0	10	41
Somewhat likely	41	38	43	48	41	39	38	41	41	42	39	52	38	42	42	41	39	44	55	0	26	46
Somewhat unlikely*	11	12	10	9	10	12	14	13	11	11	8	10	13	11	10	12	14	9	0	47	27	6
Very unlikely*	13	14	11	10	13	11	16	8	12	12	8	16	15	11	7	13	11	9	0	53	36	5
Don't know (Vol.)	2	2	2	2	2	1	3	3	2	2	1	0	3	1	2	2	2	1	0	0	2	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

\*Indicates potential drilldown criteria

25. Do you believe that answering the American Community Survey could (ROTATED: personally benefit you in any way, personally harm you) or neither benefit nor harm you?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Personally benefit you	16	18	15	21	15	15	15	28	15	14	25	21	23	14	28	12	22	14	19	9	5	20
Personally harm you*	5	4	5	2	5	5	6	1	5	6	3	0	4	5	3	5	3	4	2	15	17	1
Neither benefit nor harm	65	64	67	62	71	69	59	60	66	68	55	61	57	69	54	70	59	71	67	61	62	67
Both benefit and harm*	7	8	6	9	7	6	9	4	7	6	12	6	8	7	8	7	9	6	8	6	8	7
Don't know (Vol.)	6	6	7	5	2	5	12	6	7	6	6	12	8	6	6	6	7	5	5	9	8	6
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

\*Indicates potential drilldown criteria

Appendix D: Refinement Survey Databook

26. Thinking more generally, do you believe that answering the American Community Survey could {ROTATED: benefit your community in any way, harm your community} or neither benefit nor harm your community?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Benefit your community	38	39	38	47	36	39	30	55	37	36	42	59	40	38	44	37	41	40	45	19	12	47
Harm your community*	3	4	3	4	3	3	3	5	3	3	2	0	3	3	2	3	2	3	1	10	12	0
Neither benefit nor harm	45	45	45	39	51	45	47	31	47	48	40	41	44	46	42	47	44	46	43	53	57	41
Both benefit and harm*	7	8	7	7	8	6	10	7	8	7	12	0	7	7	6	8	8	7	7	9	11	6
Don't know (Vol.)	6	4	7	3	2	6	11	3	6	6	3	0	7	5	5	5	5	3	4	8	7	5
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

\*Indicates potential drilldown criteria

27. Would you say you agree with the following statement? The American Community Survey is an invasion of privacy.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Strongly agree*	9	11	8	8	11	8	13	15	9	8	5	10	14	7	7	10	10	7	3	28	30	3
Somewhat agree*	24	23	24	24	21	24	24	28	23	21	30	24	31	20	27	22	26	19	22	30	45	17
Somewhat disagree	37	35	38	37	43	37	33	29	38	39	35	46	30	40	33	39	34	42	41	25	15	44
Strongly disagree	22	24	21	27	20	24	17	25	22	23	23	20	19	24	27	21	23	25	26	11	5	28
Don't know (Vol.)	8	7	8	5	6	7	13	3	8	8	7	0	7	8	5	8	6	7	8	6	5	8
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0

\*Indicates potential drilldown criteria

Appendix D: Refinement Survey Databook

28. As far as you know, are the Census Bureau and the American Community Survey required by law to keep information gathered confidential?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	<b>1005</b>	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	<b>1005</b>	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Yes	<b>71</b>	71	72	72	67	74	70	78	71	71	71	72	74	71	77	70	75	70	75	62	47	80
No*	<b>16</b>	15	17	17	21	14	16	12	16	16	20	23	14	17	16	16	15	17	14	25	32	11
Don't know (Vol.)*	<b>12</b>	14	11	10	12	12	14	10	13	14	10	6	12	12	8	14	10	13	12	13	22	9
Refused (Vol.)*	<b>0</b>	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

\*Indicates potential drilldown criteria

Attitude Codes

29. Initial coding	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Unfavorable to Federal Government	52	54	50	52	51	49	56	30	55	58	25	62	49	53	38	58	49	52	47	68	88	40
Never/sometimes trust government to do right the thing	75	74	75	69	74	76	78	56	77	78	69	68	73	75	64	78	73	74	71	85	99	66
Government knows too much	35	40	31	37	35	32	38	31	35	37	30	22	35	35	31	36	33	35	31	47	73	22
Unlikely to respond to ACS	24	26	22	19	23	23	30	21	23	23	17	26	28	21	17	25	24	19	0	100	63	11
ACS could personally harm	5	4	5	2	5	5	6	1	5	6	3	0	4	5	3	5	3	4	2	15	17	1
ACS could harm community	3	4	3	4	3	3	3	5	3	3	2	0	3	3	2	3	2	3	1	10	12	0
ACS invasion of privacy	33	34	32	32	32	32	37	42	31	29	35	33	45	28	34	32	36	26	25	57	75	19
Say not sure of confidentiality	29	29	28	28	33	26	30	22	29	29	29	28	26	29	23	30	25	30	25	38	53	20
None	10	10	9	11	12	10	6	16	9	9	10	5	7	11	11	9	9	12	13	0	0	13

30. Secondary coding question	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
See drilldown section (4+ Initial codes)	25	28	23	20	28	23	30	15	26	27	17	23	27	23	16	28	24	22	12	66	100	0
Do not see drilldown section	75	72	77	80	72	77	70	85	74	73	83	77	73	77	84	72	76	78	88	34	0	100

## Message Testing

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**(ALL HEARD THE FOLLOWING)** Now I would like to read you some statements and ask your opinion on each. For each statement, I will ask you how believable you find it and I will also ask if that statement would make you more or less likely to complete the American Community Survey.

**(RESPONDENTS HEARD EITHER THE BELIEVABLE OR LIKELIHOOD QUESTION IN A RANDOM ORDER)**

How believable is this statement?

- 1) Very believable
- 2) Somewhat believable
- 3) Somewhat unbelievable
- 4) Very unbelievable
- 5) Don't know (Vol.)
- 6) Refused (Vol.)

When it comes to completing the American Community Survey, would you say this statement makes you...

1. Much more likely to complete the ACS
2. Somewhat more likely
3. Neither more nor less likely
4. Somewhat less likely
5. Much less likely to complete the ACS
6. Don't know (Vol.)
7. Refused (Vol.)

## Summary Table

Theme	Message	Likelihood to Participate						Believability				
		More likely	Much more likely	Somewhat more likely	Neither More nor less likely	Somewhat less likely	Much less likely	Very/Somewhat believe	Very Believable	Somewhat Believable	Somewhat Unbelievable	Very Unbelievable
Community	Local level	61	26	35	26	5	7	74	29	45	15	9
	National level	59	26	33	27	6	6	77	27	50	13	8
Compare with Decennial Count	More information	58	25	33	28	6	8	83	31	52	9	7
	Smaller sample	54	18	36	30	7	7	77	29	48	13	6
Impact/Benefits	Money	57	22	35	26	7	8	64	19	45	17	14
	Infrastructure	55	23	32	30	7	6	66	21	45	18	12
Safeguard for Privacy	Penalties for disclosure	55	24	31	30	7	6	74	32	42	13	10
	Millions participate	55	21	34	32	5	7	78	28	50	12	7
Local Snapshot	Smallest to largest	54	19	35	29	8	8	69	22	47	18	11
	Neighborhoods	50	21	29	33	7	8	71	22	49	15	9
Non-Government Users	Charities	54	19	35	29	8	8	68	20	48	18	10
	Small business	49	20	29	34	10	6	68	22	46	18	10
Convenience	Convenience + speed	52	24	28	31	7	9	78	41	37	12	6
	Conservation + taxpayer savings	49	19	30	34	8	8	76	33	43	12	9

**Theme 1: Community**

31. State and local leaders in {STATE, from ZIP code} can use American Community Survey data to determine where to build roads, schools, and hospitals.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, weighted)	493	229	264	106	81	186	118	54	427	357	56	22	137	347	136	338	209	219	365	119	130	363
Very believable	29	28	29	46	21	27	22	40	28	27	40	27	26	30	34	27	31	29	31	20	17	33
Somewhat believable	45	42	48	45	53	41	46	46	45	45	45	31	51	43	47	45	47	43	49	34	38	48
Somewhat unbelievable	15	16	14	8	15	18	17	10	16	16	8	25	16	15	11	15	13	16	12	22	24	11
Very unbelievable	9	11	7	1	10	11	12	3	9	10	7	18	7	9	5	10	6	10	5	21	19	5
Don't know (Vol.)	2	3	2	0	1	3	4	2	2	3	0	0	0	3	2	2	3	2	2	2	2	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

32. State and local leaders in {STATE, from ZIP code} can use American Community Survey data to determine where to build roads, schools, and hospitals.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, weighted)	493	229	264	106	81	186	118	54	427	357	56	22	137	347	136	338	209	219	365	119	130	363
Much more likely to complete the American Community Survey	26	25	26	27	19	30	23	25	26	25	33	34	25	26	28	25	27	27	30	13	12	31
Somewhat more likely	35	33	37	42	41	31	33	44	34	33	45	16	45	32	39	34	39	33	37	27	27	38
Neither more nor less likely	26	26	25	23	23	29	24	24	26	28	16	14	16	30	22	27	22	28	25	29	31	24
Somewhat less likely	5	5	5	7	6	4	5	4	6	5	5	17	7	4	6	5	6	4	5	8	9	4
Much less likely to complete the American Community Survey	7	9	5	2	10	6	12	3	7	7	2	18	6	7	5	7	5	7	2	22	20	2
Don't know (Vol.)	1	1	1	0	1	1	2	0	1	2	0	0	1	1	0	2	1	1	1	2	1	1
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Appendix D: Refinement Survey Databook

33. State and local leaders across the nation can use American Community Survey data to determine where to build roads, schools, and hospitals.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, weighted)	512	223	288	110	93	199	110	66	433	356	69	23	155	344	148	343	205	260	383	120	121	391
Very believable	27	25	28	36	29	25	20	36	26	26	34	28	32	25	37	23	29	28	31	15	12	32
Somewhat believable	50	53	47	52	51	47	51	48	50	51	53	47	47	52	50	51	48	52	51	44	48	50
Somewhat unbelievable	13	11	15	7	9	18	14	15	13	13	7	26	12	14	8	16	14	12	11	20	18	12
Very unbelievable	8	9	7	4	11	8	10	0	9	8	6	0	9	7	4	9	8	7	5	17	20	5
Don't know (Vol.)	1	1	1	0	0	1	5	0	1	1	1	0	0	2	0	1	0	1	1	2	2	1
Refused (Vol.)	0	0	0	0	0	1	0	0	0	1	0	0	0	1	1	0	0	0	0	2	0	0

34. State and local leaders across the nation can use American Community Survey data to determine where to build roads, schools, and hospitals.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, weighted)	512	223	288	110	93	199	110	66	433	356	69	23	155	344	148	343	205	260	383	120	121	391
Much more likely to complete the American Community Survey	26	23	29	29	30	24	25	30	26	25	29	21	28	26	35	24	25	30	32	7	8	32
Somewhat more likely	33	34	33	43	27	33	31	50	31	32	38	55	36	32	35	33	39	31	35	31	33	34
Neither more nor less likely	27	29	25	21	33	28	24	15	28	30	18	19	17	31	19	30	20	30	26	30	31	25
Somewhat less likely	6	7	6	1	4	6	12	0	7	6	9	5	7	6	4	7	8	4	4	12	13	4
Much less likely to complete the American Community Survey	6	6	7	6	5	7	5	5	6	6	5	0	10	4	7	5	7	4	2	18	14	4
Don't know (Vol.)	1	1	1	0	0	0	3	0	1	1	1	0	2	0	0	1	1	0	1	1	1	1
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0

**Theme 2: Compare with Decennial Count**

35. Even though all households participate in the census every ten years, only a small number of households participate in the American Community Survey every year. The American Community Survey provides a more up-to-date picture of our communities.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
	Base (n-size, unweighted)	500	220	277	74	78	181	166	39	447	374	56	16	143	342	126	349	208	220	372	118	130
Base (n-size, weighted)	505	224	280	123	90	173	118	58	434	352	59	28	146	345	144	337	208	227	384	111	123	381
Very believable	29	31	28	42	20	32	20	36	28	29	23	16	33	28	36	27	31	31	34	12	17	33
Somewhat believable	48	48	48	45	59	44	49	52	48	49	60	44	46	50	52	47	50	48	51	38	43	50
Somewhat unbelievable	13	12	14	13	11	14	14	10	14	11	14	30	13	13	7	15	10	14	9	28	21	11
Very unbelievable	6	7	5	1	9	7	8	0	7	7	2	10	6	6	3	7	5	5	4	14	14	4
Don't know (Vol.)	3	2	4	0	0	2	9	2	3	3	1	0	3	3	1	3	3	1	2	6	4	3
Refused (Vol.)	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	0	1	0	0	1	1	0

36. Even though all households participate in the census every ten years, only a small number of households participate in the American Community Survey every year. The American Community Survey provides a more up-to-date picture of our communities.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
	Base (n-size, unweighted)	500	220	277	74	78	181	166	39	447	374	56	16	143	342	126	349	208	220	372	118	130
Base (n-size, weighted)	505	224	280	123	90	173	118	58	434	352	59	28	146	345	144	337	208	227	384	111	123	381
Much more likely to complete the American Community Survey	18	17	18	12	18	23	17	21	18	19	19	3	21	17	22	17	20	20	22	6	6	22
Somewhat more likely	36	35	36	40	39	31	38	47	35	35	46	42	41	35	37	37	41	34	40	24	28	39
Neither more nor less likely	30	32	29	38	33	30	18	17	31	31	29	29	20	34	27	30	23	35	29	32	32	29
Somewhat less likely	7	6	7	4	2	8	11	7	6	6	1	10	7	6	6	6	8	3	5	11	12	5
Much less likely to complete the American Community Survey	7	8	6	4	8	6	10	3	7	6	3	16	7	6	6	6	6	6	3	22	18	3
Don't know (Vol.)	3	3	3	3	0	3	5	5	3	3	1	0	3	3	2	3	3	2	2	6	4	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Appendix D: Refinement Survey Databook

37. The American Community Survey and the Census show us not only the number of people who live in the country, but also how we live as a nation including our education, housing, jobs, and more.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	505	232	273	55	74	220	156	41	452	389	62	10	146	350	121	366	210	250	363	133	136	369
Base (n-size, weighted)	500	228	272	93	85	212	110	63	426	362	66	17	146	346	140	345	206	252	364	128	128	372
Very believable	31	30	31	46	31	24	31	40	29	31	30	36	26	32	31	31	31	31	37	13	11	37
Somewhat believable	52	47	56	43	44	59	49	45	53	52	56	36	54	51	52	52	53	52	53	49	48	53
Somewhat unbelievable	9	14	5	5	16	8	9	12	9	8	5	28	12	8	10	9	8	8	6	18	20	5
Very unbelievable	7	7	7	3	8	7	9	2	8	7	9	0	8	6	5	7	6	7	4	17	18	3
Don't know (Vol.)	2	2	2	3	0	2	3	2	2	3	0	0	0	3	2	2	2	2	1	3	2	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

38. The American Community Survey and the Census show us not only the number of people who live in the country, but also how we live as a nation including our education, housing, jobs, and more.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	505	232	273	55	74	220	156	41	452	389	62	10	146	350	121	366	210	250	363	133	136	369
Base (n-size, weighted)	500	228	272	93	85	212	110	63	426	362	66	17	146	346	140	345	206	252	364	128	128	372
Much more likely to complete the American Community Survey	25	21	28	33	16	26	22	39	23	22	31	46	29	23	31	23	28	25	31	8	9	30
Somewhat more likely	33	33	33	36	28	33	34	34	33	32	44	25	36	32	38	31	39	28	39	17	19	38
Neither more nor less likely	28	33	23	20	37	30	22	13	29	30	19	6	18	31	18	32	20	34	24	39	37	24
Somewhat less likely	6	5	7	3	10	5	8	6	6	6	3	10	7	5	7	6	6	5	4	11	10	5
Much less likely to complete the American Community Survey	8	8	7	8	8	5	11	8	7	8	3	12	8	7	6	8	6	7	2	23	23	2
Don't know (Vol.)	1	1	1	0	0	1	2	0	1	2	0	0	1	1	1	1	1	1	1	2	2	1
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

**Theme 3: Impacts/Benefits**

39. American Community Survey data help determine the annual distribution of more than \$400 billion in federal funds to communities nationwide.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	526	239	286	73	77	206	169	39	473	395	57	12	150	362	128	372	207	257	384	134	135	391
Base (n-size, weighted)	528	239	288	123	87	197	119	60	453	369	60	24	149	365	146	357	203	266	391	130	132	396
Very believable	19	20	19	21	18	21	16	25	19	17	24	22	18	20	24	18	21	20	22	10	9	23
Somewhat believable	45	47	43	46	44	47	43	55	44	47	49	32	48	44	44	46	45	47	49	33	41	46
Somewhat unbelievable	17	20	15	20	13	15	22	6	19	19	15	6	17	18	16	17	16	16	14	26	22	16
Very unbelievable	14	9	18	8	25	13	12	9	14	12	12	30	12	14	11	14	14	13	10	24	25	10
Don't know (Vol.)	4	4	5	5	0	4	8	5	4	4	0	9	4	4	4	4	5	3	4	5	3	5
Refused (Vol.)	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0

40. American Community Survey data help determine the annual distribution of more than \$400 billion in federal funds to communities nationwide.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	526	239	286	73	77	206	169	39	473	395	57	12	150	362	128	372	207	257	384	134	135	391
Base (n-size, weighted)	528	239	288	123	87	197	119	60	453	369	60	24	149	365	146	357	203	266	391	130	132	396
Much more likely to complete the American Community Survey	22	20	23	22	17	25	21	18	23	20	32	35	20	23	25	22	20	26	27	8	7	27
Somewhat more likely	35	35	36	38	35	34	35	58	33	35	42	30	40	34	39	36	41	34	40	20	22	40
Neither more nor less likely	26	26	25	29	38	23	18	11	27	29	17	19	21	27	22	26	17	28	23	34	40	21
Somewhat less likely	7	9	5	3	5	7	10	5	7	7	8	0	8	6	9	6	9	3	4	13	13	4
Much less likely to complete the American Community Survey	8	9	7	7	5	8	11	7	8	7	1	17	9	7	7	8	11	6	3	22	16	5
Don't know (Vol.)	2	1	4	0	0	3	6	2	2	2	0	0	2	2	0	3	2	1	2	2	2	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0

Appendix D: Refinement Survey Databook

41. American Community Survey data are used to distribute funds that build and maintain nearly one million miles of highways and fund over four thousand hospitals in communities nationwide.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	479	213	264	56	75	195	153	41	426	368	61	14	139	330	119	343	211	213	351	117	131	348
Base (n-size, weighted)	477	213	264	93	88	187	109	61	407	344	65	21	143	326	138	325	211	213	357	109	119	358
Very believable	21	21	20	34	18	20	13	28	20	20	18	22	24	19	23	20	20	21	24	10	7	25
Somewhat believable	45	46	45	48	55	43	38	51	45	45	49	27	45	46	50	45	48	45	49	32	32	50
Somewhat unbelievable	18	18	19	15	13	19	25	13	19	17	24	37	16	19	20	18	21	16	16	28	26	16
Very unbelievable	12	11	13	3	12	14	17	6	12	14	7	14	13	11	6	14	8	14	7	27	31	6
Don't know (Vol.)	3	4	3	0	1	4	7	2	4	4	2	0	2	4	1	4	2	4	3	3	4	3
Refused (Vol.)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0

42. American Community Survey data are used to distribute funds that build and maintain nearly one million miles of highways and fund over four thousand hospitals in communities nationwide.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	479	213	264	56	75	195	153	41	426	368	61	14	139	330	119	343	211	213	351	117	131	348
Base (n-size, weighted)	477	213	264	93	88	187	109	61	407	344	65	21	143	326	138	325	211	213	357	109	119	358
Much more likely to complete the American Community Survey	23	21	25	29	24	23	19	34	22	23	21	21	28	22	31	21	26	22	27	12	10	28
Somewhat more likely	32	32	32	30	39	33	26	35	32	31	41	16	32	33	39	30	34	33	36	18	20	36
Neither more nor less likely	30	33	27	38	24	31	27	25	31	31	27	40	25	32	21	34	29	33	29	35	35	29
Somewhat less likely	7	5	8	2	6	6	14	4	7	7	8	22	8	6	3	8	6	4	4	15	17	4
Much less likely to complete the American Community Survey	6	6	5	2	5	6	9	2	6	7	3	0	6	5	7	4	4	5	2	18	15	2
Don't know (Vol.)	2	2	2	0	1	1	6	0	2	3	0	0	2	2	0	2	1	3	1	3	3	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0

**Theme 4: Safeguard for Privacy**

43. Census Bureau employees are prohibited by law from releasing any information that can identify any individual who fills out the American Community Survey. Millions of people securely participate in the American Community Survey every year.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, weighted)	480	248	231	112	84	180	103	61	409	339	50	19	134	336	131	328	195	233	364	107	113	366
Very believable	28	28	28	42	25	25	20	38	26	25	31	24	29	27	37	24	33	27	32	14	12	33
Somewhat believable	50	52	48	40	59	53	50	48	51	51	53	62	48	52	49	52	44	56	55	38	46	52
Somewhat unbelievable	12	11	14	10	11	12	17	12	12	13	6	13	16	11	7	13	15	8	7	29	20	10
Very unbelievable	7	7	8	5	6	8	10	2	8	8	9	0	6	8	4	9	6	8	4	18	20	4
Don't know (Vol.)	2	2	1	3	0	2	3	0	2	2	0	0	2	2	3	1	2	2	2	2	2	2
Refused (Vol.)	0	0	0	0	0	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0

44. Census Bureau employees are prohibited by law from releasing any information that can identify any individual who fills out the American Community Survey. Millions of people securely participate in the American Community Survey every year.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, weighted)	480	248	231	112	84	180	103	61	409	339	50	19	134	336	131	328	195	233	364	107	113	366
Much more likely to complete the American Community Survey	21	16	27	24	15	22	21	36	19	20	20	6	26	19	27	19	26	18	26	1	5	26
Somewhat more likely	34	34	33	35	32	36	29	38	33	32	47	34	38	33	35	34	35	35	36	27	20	38
Neither more nor less likely	32	36	27	35	47	27	24	24	33	33	25	36	22	35	28	33	25	37	30	38	43	28
Somewhat less likely	5	6	4	3	1	7	8	2	6	6	4	0	7	5	3	6	6	3	3	13	12	3
Much less likely to complete the American Community Survey	7	7	7	3	5	6	15	0	8	7	5	24	7	7	6	7	7	5	3	20	19	3
Don't know (Vol.)	1	1	2	0	0	2	3	0	2	2	0	0	1	2	0	2	1	1	2	1	1	1
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Appendix D: Refinement Survey Databook

45. By law, Census Bureau employees cannot publically release any American Community Survey information that could identify an individual. The penalties for unlawful disclosure can be up to two hundred and fifty thousand dollars and/or up to five years in prison.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
	Base (n-size, unweighted)	529	211	317	61	79	213	176	40	474	402	70	15	160	356	136	371	225	241	381	138	148
Base (n-size, weighted)	525	204	321	104	91	205	125	60	451	375	75	26	159	355	153	354	219	246	385	132	138	387
Very believable	32	30	34	50	30	29	25	32	33	31	42	31	33	32	48	26	33	33	37	20	13	39
Somewhat believable	42	45	40	36	45	45	39	46	42	44	32	30	35	46	33	46	39	47	46	29	32	46
Somewhat unbelievable	13	12	13	8	12	12	17	14	12	13	19	0	18	10	12	13	15	9	10	18	24	8
Very unbelievable	10	10	10	6	13	11	11	5	11	10	5	28	11	10	6	12	10	8	4	29	29	4
Don't know (Vol.)	3	3	3	0	0	3	8	3	3	2	1	11	4	2	2	3	3	2	3	3	2	3
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

46. By law, Census Bureau employees cannot publically release any American Community Survey information that could identify an individual. The penalties for unlawful disclosure can be up to two hundred and fifty thousand dollars and/or up to five years in prison.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
	Base (n-size, unweighted)	529	211	317	61	79	213	176	40	474	402	70	15	160	356	136	371	225	241	381	138	148
Base (n-size, weighted)	525	204	321	104	91	205	125	60	451	375	75	26	159	355	153	354	219	246	385	132	138	387
Much more likely to complete the American Community Survey	24	25	23	33	21	21	23	25	24	25	28	6	31	21	32	21	30	20	28	13	12	28
Somewhat more likely	31	27	33	31	26	34	29	34	31	31	27	49	27	33	27	32	27	36	33	24	17	36
Neither more nor less likely	30	36	26	28	37	31	23	25	30	30	30	28	22	34	26	32	27	33	29	30	36	28
Somewhat less likely	7	5	9	4	10	6	10	12	6	7	6	0	14	4	7	7	8	4	5	15	16	4
Much less likely to complete the American Community Survey	6	6	7	3	6	6	10	2	7	6	7	11	6	6	6	6	6	6	3	17	18	2
Don't know (Vol.)	2	1	2	0	0	2	5	2	2	2	1	6	2	2	1	2	2	2	2	1	1	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0

**Theme 5: Local Snapshot**

47. The American Community Survey is the most reliable source for accurate data about every community in the country from the smallest rural communities to the largest cities.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, weighted)	<b>477</b>	200	277	110	81	187	98	56	412	344	52	20	135	335	141	324	205	228	350	119	116	361
Very believable	<b>22</b>	22	22	30	16	18	25	53	18	21	19	11	29	20	35	17	27	20	25	14	9	26
Somewhat believable	<b>47</b>	52	43	46	58	47	39	31	49	48	42	71	41	49	40	50	44	51	49	40	47	47
Somewhat unbelievable	<b>18</b>	13	21	17	14	19	19	14	19	18	20	19	16	19	16	18	18	16	16	23	20	17
Very unbelievable	<b>11</b>	11	10	6	10	13	11	0	11	10	15	0	11	10	6	12	8	10	7	21	22	7
Don't know (Vol.)	<b>3</b>	2	3	0	2	3	6	2	3	3	5	0	3	2	3	2	2	3	3	1	2	3
Refused (Vol.)	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

48. The American Community Survey is the most reliable source for accurate data about every community in the country from the smallest rural communities to the largest cities.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, weighted)	<b>477</b>	200	277	110	81	187	98	56	412	344	52	20	135	335	141	324	205	228	350	119	116	361
Much more likely to complete the American Community Survey	<b>19</b>	17	20	13	17	22	21	20	19	19	24	6	21	18	27	16	21	20	23	9	9	22
Somewhat more likely	<b>35</b>	38	34	43	35	33	33	48	34	34	39	39	33	37	33	38	35	39	38	26	27	38
Neither more nor less likely	<b>29</b>	29	29	34	32	30	20	21	30	31	19	50	27	31	26	31	25	30	30	27	30	29
Somewhat less likely	<b>8</b>	9	7	5	10	7	13	10	7	7	10	5	9	7	7	8	11	4	6	15	12	6
Much less likely to complete the American Community Survey	<b>8</b>	7	8	6	6	6	12	0	8	7	7	0	8	7	5	7	6	5	3	21	20	4
Don't know (Vol.)	<b>1</b>	1	1	0	0	2	1	0	1	2	0	0	1	1	1	1	1	1	1	2	2	1
Refused (Vol.)	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Appendix D: Refinement Survey Databook

49. The American Community Survey is a leading source of information people use to learn about their neighborhoods, communities, cities, and states.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	<b>536</b>	254	280	64	79	207	186	42	478	406	67	14	156	364	124	383	216	250	398	128	146	390
Base (n-size, weighted)	<b>528</b>	252	275	106	94	198	130	65	448	369	72	24	157	356	142	358	209	252	398	120	135	392
Very believable	<b>22</b>	18	26	34	17	21	19	28	21	18	32	31	26	21	27	21	28	19	26	9	6	28
Somewhat believable	<b>49</b>	49	49	43	53	52	47	46	50	50	58	25	50	49	52	49	47	55	54	36	39	53
Somewhat unbelievable	<b>15</b>	19	11	17	15	13	15	22	13	15	4	17	14	14	11	15	13	14	11	28	27	10
Very unbelievable	<b>9</b>	9	10	4	13	9	11	4	10	11	4	18	7	10	6	10	8	9	5	22	23	4
Don't know (Vol.)	<b>4</b>	5	4	2	2	5	7	0	5	5	1	9	2	5	3	5	4	5	5	4	5	4
Refused (Vol.)	<b>0</b>	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0

50. The American Community Survey is a leading source of information people use to learn about their neighborhoods, communities, cities, and states.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	<b>536</b>	254	280	64	79	207	186	42	478	406	67	14	156	364	124	383	216	250	398	128	146	390
Base (n-size, weighted)	<b>528</b>	252	275	106	94	198	130	65	448	369	72	24	157	356	142	358	209	252	398	120	135	392
Much more likely to complete the American Community Survey	<b>21</b>	20	22	24	18	22	19	28	20	18	23	31	26	18	25	20	25	20	24	7	7	25
Somewhat more likely	<b>29</b>	26	33	29	30	30	28	35	29	28	41	28	38	26	33	29	34	25	33	19	22	32
Neither more nor less likely	<b>33</b>	36	31	38	40	33	26	25	35	36	29	25	19	40	28	34	26	40	33	34	37	32
Somewhat less likely	<b>7</b>	6	7	5	4	8	9	4	7	7	4	9	9	5	10	6	6	7	5	12	10	6
Much less likely to complete the American Community Survey	<b>8</b>	9	6	5	7	6	14	8	8	9	3	7	6	9	4	9	8	7	3	24	20	4
Don't know (Vol.)	<b>2</b>	2	2	0	1	1	5	0	2	2	0	0	1	2	0	2	2	2	1	3	4	1
Refused (Vol.)	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

**Theme 6: Non-government Users**

51. Local charities and non-profit organizations use American Community Survey data to better understand and meet community needs. This detailed, local information is not available from other sources.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	526	241	283	66	83	208	169	47	465	392	59	17	154	358	130	371	217	246	381	139	153	373
Base (n-size, weighted)	529	240	289	112	96	201	120	71	446	365	61	30	156	361	150	356	218	252	390	135	144	385
Very believable	20	22	18	22	18	22	15	24	19	20	25	14	21	19	27	18	22	19	23	12	11	23
Somewhat believable	48	47	49	51	50	49	42	46	49	48	51	47	50	48	50	48	49	49	49	45	43	50
Somewhat unbelievable	18	16	20	20	17	15	23	15	18	17	12	33	16	19	14	19	16	17	17	22	22	17
Very unbelievable	10	9	10	5	12	10	12	9	9	9	8	6	9	10	5	11	8	11	7	17	21	5
Don't know (Vol.)	4	5	3	2	3	4	8	5	4	5	4	0	4	4	4	4	4	4	5	3	3	5
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0

52. Local charities and non-profit organizations use American Community Survey data to better understand and meet community needs. This detailed, local information is not available from other sources.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	526	241	283	66	83	208	169	47	465	392	59	17	154	358	130	371	217	246	381	139	153	373
Base (n-size, weighted)	529	240	289	112	96	201	120	71	446	365	61	30	156	361	150	356	218	252	390	135	144	385
Much more likely to complete the American Community Survey	19	19	18	16	18	22	15	23	17	17	30	9	21	18	26	15	21	19	22	7	6	23
Somewhat more likely	35	32	36	41	40	30	32	40	34	32	36	50	40	33	35	36	39	33	37	27	28	37
Neither more nor less likely	29	31	28	31	31	32	23	29	29	31	25	25	20	33	24	32	22	34	28	32	31	29
Somewhat less likely	8	9	7	7	4	7	14	2	9	10	1	7	8	8	7	8	7	7	6	14	14	6
Much less likely to complete the American Community Survey	8	7	8	5	7	7	12	5	7	7	8	9	8	7	6	7	8	5	4	19	18	4
Don't know (Vol.)	2	1	2	0	1	1	5	0	2	3	0	0	3	1	1	2	2	1	2	1	2	2
Refused (Vol.)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0

Appendix D: Refinement Survey Databook

53. Small businesses use American Community Survey data to better understand and meet community needs. This detailed, local information is not available from other sources.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, weighted)	476	213	263	104	78	184	108	50	414	348	64	14	136	330	134	325	196	227	358	104	107	369
Very believable	22	21	23	30	19	23	16	35	21	22	27	24	26	21	28	21	25	22	25	14	8	27
Somewhat believable	46	47	45	49	52	41	48	42	47	46	48	39	46	47	48	45	49	45	50	35	39	48
Somewhat unbelievable	18	17	18	11	19	19	21	19	18	18	20	24	17	18	15	19	16	18	16	24	26	15
Very unbelievable	10	10	9	11	7	11	9	3	10	10	1	13	9	9	6	11	7	10	6	24	24	6
Don't know (Vol.)	4	4	4	0	3	6	6	0	4	4	3	0	2	5	2	4	2	4	4	3	3	4
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

54. Small businesses use American Community Survey data to better understand and meet community needs. This detailed, local information is not available from other sources.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, weighted)	476	213	263	104	78	184	108	50	414	348	64	14	136	330	134	325	196	227	358	104	107	369
Much more likely to complete the American Community Survey	20	17	21	26	15	19	17	27	19	20	21	13	20	20	23	19	22	20	23	8	7	23
Somewhat more likely	29	28	29	28	29	30	27	38	28	29	30	24	33	27	28	29	31	27	33	15	15	33
Neither more nor less likely	34	37	31	38	42	32	27	22	35	33	36	31	24	39	34	35	27	39	33	39	45	30
Somewhat less likely	10	9	10	7	5	10	15	6	10	10	9	20	13	8	11	10	12	8	8	14	13	9
Much less likely to complete the American Community Survey	6	7	6	2	9	6	9	7	6	6	3	13	9	4	4	6	6	4	2	22	17	3
Don't know (Vol.)	2	2	2	0	0	3	4	0	2	2	1	0	1	2	0	2	1	1	1	2	3	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

**Theme 7: Convenience**

55. Filling out the American Community Survey online is the quickest and easiest way to complete the survey. A paper survey is sent to people who do not complete the survey online.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	518	228	289	59	82	211	165	47	460	396	54	13	153	356	129	370	214	251	387	120	129	389
Base (n-size, weighted)	516	228	287	99	93	205	118	68	438	369	59	20	153	355	148	351	215	250	396	110	122	394
Very believable	41	41	40	54	50	38	26	52	39	41	45	25	35	44	45	39	37	45	44	28	30	44
Somewhat believable	37	39	36	35	32	40	38	30	38	37	39	38	42	35	34	38	41	32	38	34	34	38
Somewhat unbelievable	12	10	14	5	11	11	21	13	12	11	10	38	14	12	13	12	15	10	11	18	18	10
Very unbelievable	6	6	6	5	4	5	9	5	6	6	5	0	7	5	5	6	4	7	3	16	13	3
Don't know (Vol.)	4	4	4	2	3	5	6	0	4	5	1	0	3	4	2	4	3	4	4	4	3	4
Refused (Vol.)	0	0	1	0	0	1	0	0	0	1	0	0	0	1	0	1	0	1	0	1	2	0

56. Filling out the American Community Survey online is the quickest and easiest way to complete the survey. A paper survey is sent to people who do not complete the survey online.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	518	228	289	59	82	211	165	47	460	396	54	13	153	356	129	370	214	251	387	120	129	389
Base (n-size, weighted)	516	228	287	99	93	205	118	68	438	369	59	20	153	355	148	351	215	250	396	110	122	394
Much more likely to complete the American Community Survey	24	24	24	33	27	21	19	40	21	22	26	6	25	23	31	21	26	23	28	6	10	28
Somewhat more likely	28	27	28	21	29	30	28	22	29	28	33	25	31	26	28	27	29	28	30	20	19	30
Neither more nor less likely	31	31	30	33	31	32	26	23	32	31	30	47	24	33	24	34	26	33	29	36	37	28
Somewhat less likely	7	6	8	5	3	7	12	7	7	7	4	22	8	7	7	7	9	4	6	11	9	7
Much less likely to complete the American Community Survey	9	9	8	7	9	7	13	7	9	10	6	0	10	8	9	8	9	8	4	25	21	5
Don't know (Vol.)	2	3	2	2	1	3	2	0	3	3	0	0	1	3	0	3	1	4	2	2	3	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Appendix D: Refinement Survey Databook

57. Filling out the American Community Survey online conserves natural resources and saves taxpayers' money. A paper questionnaire is sent to people who do not complete the survey online.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	487	224	261	70	70	190	157	33	439	367	64	13	136	336	118	345	204	219	348	131	137	350
Base (n-size, weighted)	489	224	264	117	82	180	110	52	422	345	66	24	139	336	136	331	199	229	353	129	129	360
Very believable	33	32	34	44	20	41	18	33	33	34	36	13	34	33	37	32	32	37	39	16	18	38
Somewhat believable	43	45	41	39	55	37	47	36	45	45	46	52	49	42	47	42	49	43	45	39	42	43
Somewhat unbelievable	12	10	14	11	9	11	19	17	11	10	15	28	6	14	8	13	10	11	9	22	18	10
Very unbelievable	9	11	7	6	13	7	11	11	7	8	3	7	7	9	5	10	7	7	4	21	18	5
Don't know (Vol.)	3	2	3	0	3	3	4	3	3	3	1	0	3	3	3	2	2	2	3	3	3	3
Refused (Vol.)	0	0	0	0	0	1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0

58. Filling out the American Community Survey online conserves natural resources and saves taxpayers' money. A paper questionnaire is sent to people who do not complete the survey online.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	487	224	261	70	70	190	157	33	439	367	64	13	136	336	118	345	204	219	348	131	137	350
Base (n-size, weighted)	489	224	264	117	82	180	110	52	422	345	66	24	139	336	136	331	199	229	353	129	129	360
Much more likely to complete the American Community Survey	19	20	18	26	8	22	16	17	19	18	27	17	24	17	23	18	20	20	23	11	9	23
Somewhat more likely	30	27	33	30	36	28	27	40	29	31	28	37	33	29	29	31	36	27	34	19	22	33
Neither more nor less likely	34	37	31	36	40	35	25	32	35	35	34	16	26	38	35	33	26	43	33	34	37	33
Somewhat less likely	8	7	9	2	11	7	13	7	8	8	7	23	8	8	8	8	8	6	5	15	14	6
Much less likely to complete the American Community Survey	8	7	8	5	5	7	15	4	7	6	4	7	8	7	3	8	9	3	3	20	18	4
Don't know (Vol.)	1	2	1	1	0	1	4	0	2	2	0	0	1	2	2	1	1	0	2	1	1	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Post-Messaging Metrics

**(ALL HEARD THE FOLLOWING)** Thank you. I will now ask you a few brief questions based on what you have just heard.

59. Overall, how would you describe your feelings about the American Community Survey?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Very favorable	23	20	26	26	23	23	21	42	21	22	28	21	28	22	31	21	29	21	27	10	5	29
Somewhat favorable	56	57	55	63	56	53	54	48	57	55	65	57	56	56	57	56	56	58	61	39	46	59
Somewhat unfavorable	10	12	8	7	11	10	12	4	11	11	5	6	8	10	8	10	9	10	6	23	20	6
Very unfavorable	6	6	7	2	8	8	8	2	6	6	3	12	5	7	2	8	4	6	2	21	22	1
Don't know (Vol.)	4	4	4	2	3	6	5	3	4	5	0	4	2	5	1	5	2	5	4	6	6	4
Refused (Vol.)	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	1	0

60. How likely would you be to participate in the American Community Survey if contacted by the Census Bureau?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Very likely	35	34	37	31	42	37	31	33	36	36	42	28	34	37	39	35	37	39	45	5	12	43
Somewhat likely	42	44	40	51	38	41	38	48	42	43	45	32	43	42	43	42	43	43	47	26	34	44
Somewhat unlikely	10	9	10	8	10	9	12	11	9	9	5	19	10	9	10	9	9	9	4	27	20	6
Very unlikely	12	13	11	9	10	11	18	7	12	11	8	21	13	10	7	13	11	8	3	39	33	5
Don't know (Vol.)	1	0	2	1	0	2	1	1	1	1	0	0	0	1	1	1	1	1	1	2	1	1
Refused (Vol.)	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0

Appendix D: Refinement Survey Databook

61. Would you say you agree with the following statement? The American Community Survey is an invasion of privacy.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Strongly agree	12	12	12	9	12	11	17	9	13	11	14	16	19	10	9	13	15	8	6	30	32	6
Somewhat agree	23	22	24	20	24	23	26	29	22	23	22	19	27	21	25	22	28	17	21	30	35	19
Somewhat disagree	34	36	31	42	33	32	30	42	33	33	40	34	32	35	35	34	31	38	37	23	20	38
Strongly disagree	27	28	27	29	29	29	20	18	29	29	23	30	21	30	30	26	23	34	32	12	9	33
Don't know (Vol.)	4	2	5	0	2	5	7	1	4	4	1	0	2	3	1	4	3	2	3	5	5	3
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

62. Do you believe that answering the American Community Survey could { ROTATED: personally benefit you in any way, personally harm you} or neither benefit nor harm you?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Personally benefit you	18	17	20	25	17	17	15	27	17	17	18	29	18	19	25	16	21	18	22	10	5	23
Personally harm you	5	5	5	3	7	5	5	5	5	5	2	0	5	5	4	5	4	5	2	14	15	1
Neither benefit nor harm	66	67	65	61	66	69	65	60	67	69	66	48	67	66	62	68	64	70	67	61	64	67
Both benefit and harm	8	8	8	11	7	6	8	5	8	6	12	24	7	8	8	8	9	6	7	11	12	7
Don't know (Vol.)	3	3	3	0	3	3	6	3	3	3	1	0	3	2	1	3	3	1	2	5	4	3
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Appendix D: Refinement Survey Databook

63. Thinking more generally, do you believe that answering the American Community Survey could {ROTATED: benefit your community in any way, harm your community} or neither benefit nor harm your community?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Benefit your community	45	45	45	56	42	44	39	64	43	44	49	42	48	44	57	41	50	46	51	25	19	54
Harm your community	2	2	2	2	3	2	2	1	2	3	1	0	3	2	2	2	2	2	1	6	7	1
Neither benefit nor harm	41	41	42	32	42	44	46	26	44	43	40	35	40	42	33	45	37	43	38	51	56	37
Both benefit and harm	8	9	8	10	11	8	6	7	8	7	9	23	5	9	8	9	7	7	8	11	14	7
Don't know (Vol.)	3	3	4	0	2	3	7	2	3	3	1	0	3	3	1	3	3	1	2	6	5	3
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

**DEMOGRAPHICS, INCLUDING COMMUNICATIONS**

**(ALL HEARD THE FOLLOWING)** Thank you. These final questions are for statistical purposes only.

64. As best as you can recall, did you or did someone else in your household complete the 2010 Census?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
I completed the 2010 Census	57	52	60	29	55	68	65	43	59	60	56	41	44	62	45	62	53	61	57	55	56	57
Someone else in my household completed the 2010 Census	11	12	11	15	14	9	10	13	11	12	9	9	12	11	12	12	10	13	12	11	11	11
No one in my household completed the 2010 Census	19	22	17	34	17	15	13	21	19	16	26	45	25	17	27	16	22	18	20	17	15	20
Don't know (Vol.)	13	14	12	22	14	7	12	23	11	12	9	6	18	10	16	10	16	8	12	17	18	11
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

65. As best as you can recall, have you or someone else in your household completed the American Community Survey?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
I have completed the American Community Survey	6	5	6	3	5	7	6	11	5	5	9	0	8	5	6	5	7	5	6	4	6	6
Someone else in my household has completed the American Community Survey	3	2	4	4	5	2	3	7	3	2	7	5	5	3	4	3	5	2	3	3	3	3
No one in my household has completed the American Community Survey	78	81	76	77	79	80	75	62	81	82	75	87	72	82	75	81	74	83	79	76	78	78
Don't know (Vol.)	13	12	14	15	11	11	16	19	11	11	8	8	15	11	15	11	14	10	12	16	14	13
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Appendix D: Refinement Survey Databook

66. Are you male or female?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Male	45	100	0	55	49	43	34	47	45	48	37	35	48	44	49	43	43	48	44	50	50	43
Female	55	0	100	45	50	57	66	53	55	52	63	65	52	56	51	57	57	52	56	50	50	57
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

67. Do you or someone else in your household have any of the following? (MULTIPLE CHOICES PERMITTED)	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
A land-line telephone	78	71	83	59	77	83	87	63	80	81	78	65	70	82	70	82	75	80	78	76	79	77
A cell-phone, including smart phone	84	85	84	89	88	83	79	83	86	85	80	100	78	89	82	87	77	93	85	80	82	85
Don't know (Vol.)	2	2	1	3	1	1	2	0	1	1	2	0	1	0	2	0	1	0	1	3	2	1
Refused (Vol.)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

68. Are you taking this survey using a cell phone or a landline phone?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
A land-line telephone	69	60	76	47	65	74	81	59	71	73	70	46	65	71	61	73	70	69	69	68	73	67
A cell-phone, including smart phone	30	39	23	52	33	25	15	41	29	27	30	54	34	29	39	26	30	30	30	28	25	31
Don't know (Vol.)	1	1	1	1	1	1	2	1	0	0	0	0	1	0	0	0	0	0	1	2	2	1
Refused (Vol.)	0	1	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0

Appendix D: Refinement Survey Databook

69. Do you ever use your cell phone to access the internet?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	833	379	454	115	134	330	254	66	760	644	93	26	223	606	198	613	318	432	620	196	215	618
Base (n-size, weighted)	846	384	461	193	155	318	180	100	738	608	100	45	229	613	232	592	320	444	638	192	207	639
Yes	61	66	57	87	83	55	24	71	60	60	53	66	46	66	66	59	50	71	65	50	51	64
No	39	34	43	12	17	44	76	29	40	39	47	34	53	34	33	41	50	29	35	50	49	35
Don't know (Vol.)	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

70. Do you ever use the internet on a tablet, laptop, or a desktop computer?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Yes	80	82	79	89	92	83	58	72	83	83	75	91	61	90	77	84	68	94	83	71	76	82
No	18	17	19	10	7	16	40	28	17	16	25	9	38	10	22	16	32	6	16	27	22	17
Don't know (Vol.)	1	1	1	1	1	1	1	0	0	0	0	0	1	0	1	0	0	0	1	2	1	1
Refused (Vol.)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

71. Internet	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Has Internet	83	85	81	93	96	85	60	79	85	86	77	91	67	92	81	86	72	96	86	77	80	84
Does not have Internet	17	15	19	7	4	15	40	21	15	14	23	9	33	8	19	14	28	4	14	23	20	16
Undetermined	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Appendix D: Refinement Survey Databook

72. On an average day, about how many hours do you use the internet at home, work or somewhere else?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	806	375	431	120	146	341	198	58	740	637	85	22	179	623	188	598	283	445	609	183	206	600
Base (n-size, weighted)	836	386	449	201	168	328	137	95	732	613	96	41	196	636	229	586	299	458	640	183	201	635
None	5	5	4	3	2	6	7	6	5	5	3	0	11	3	6	4	7	4	4	6	7	4
1-2 hours per day	46	46	46	38	40	46	65	53	45	47	35	37	57	42	42	47	52	40	46	45	45	46
3-4 hours	21	20	22	18	22	22	21	12	22	21	23	28	14	23	19	22	18	23	21	22	21	21
5-6 hours	10	9	11	13	13	9	3	10	10	10	9	13	3	12	9	10	9	11	11	7	6	11
7-8 hours	6	7	6	8	8	7	1	8	6	5	16	0	5	7	9	6	5	7	6	7	7	6
9-10 hours	4	4	4	6	5	4	0	3	4	4	4	3	1	5	4	4	2	5	5	2	2	4
More than 10 hours	8	9	6	14	10	5	1	8	8	6	9	19	8	8	11	6	6	9	8	8	9	7
Don't know (Vol.)	1	1	0	0	1	1	1	0	0	1	0	0	1	0	0	0	0	0	0	1	2	0
Refused (Vol.)	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0

73. Including yourself, how many people live in your household?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
1	23	21	24	14	14	25	35	14	23	22	29	17	25	20	28	19	31	15	21	27	26	22
2	34	32	35	22	23	36	49	23	36	38	29	17	31	36	29	36	32	35	35	32	34	34
3	14	15	14	17	15	16	10	20	14	14	18	14	12	16	15	14	13	17	16	11	12	15
4	14	16	13	18	27	13	3	27	13	12	11	26	16	14	15	15	11	17	14	13	13	15
5	10	9	10	19	15	6	2	13	9	8	11	20	11	9	10	10	9	10	9	12	10	9
6	3	3	3	5	5	3	0	0	3	3	1	6	3	3	2	3	2	4	3	2	3	3
7	1	1	1	2	2	1	0	3	1	1	2	0	1	1	0	1	0	2	1	1	1	1
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10 or more	1	1	0	1	0	1	0	0	1	1	0	0	1	0	1	0	1	0	1	2	1	1

Appendix D: Refinement Survey Databook

74. Do you have any children in school who are under 18 living at home with you?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Yes	28	29	28	40	57	22	6	42	27	25	31	46	29	29	28	30	25	32	29	25	26	29
No	70	70	70	60	41	75	92	58	73	75	69	54	71	71	72	70	75	68	69	72	70	70
Don't know (Vol.)	1	1	1	1	1	1	2	0	0	0	0	0	0	0	0	0	0	0	1	2	2	1
Refused (Vol.)	1	0	1	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	2	1	0

75. What is the highest grade or year of regular school you completed?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Less than grade school	2	2	1	2	2	1	3	12	0	0	1	0	5	0	4	1	4	0	1	3	2	2
Less than high school graduate	6	7	6	10	3	5	7	16	5	4	9	8	21	0	11	4	12	2	5	8	6	6
High school graduate	21	22	20	22	20	20	25	22	22	21	34	6	73	0	30	18	33	11	21	23	24	20
Some college	22	20	24	20	16	23	27	20	23	24	23	5	0	32	18	25	28	19	21	27	26	21
College graduate	29	30	29	26	40	32	19	21	31	32	20	43	0	43	23	33	17	41	31	25	27	30
Post-graduate	17	18	17	18	17	18	16	9	19	18	14	38	0	25	15	19	7	27	20	9	12	19
Don't know (Vol.)	2	1	2	1	1	2	2	1	0	0	0	0	0	0	0	0	0	0	1	3	3	1
Refused (Vol.)	1	1	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2	1	0

76. Are you Hispanic or Latino?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Yes	12	13	12	22	15	8	6	100	0	6	8	0	20	9	23	8	17	9	12	11	7	14
No	86	86	86	76	83	89	90	0	100	94	92	100	79	91	76	92	83	91	86	84	88	85
Don't know (Vol.)	2	1	2	2	1	2	2	0	0	0	0	0	0	0	0	0	0	0	1	3	3	1
Refused (Vol.)	1	1	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	2	1	0

Appendix D: Refinement Survey Databook

77. Which of these categories describes your race? Please select one or more.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
American Indian or Alaska Native	4	5	4	6	5	4	3	4	4	2	4	8	7	3	6	4	7	3	4	3	5	4
Asian	4	3	5	7	8	2	1	0	5	0	2	88	2	5	4	4	2	5	4	3	3	4
Native Hawaiian or other Pacific Islander	1	1	1	0	3	0	1	0	1	0	2	14	0	1	1	1	0	1	0	1	1	0
Black or African American	12	10	14	12	12	14	9	8	13	1	100	8	18	10	23	8	19	10	14	9	9	14
White	71	75	68	59	67	75	80	33	78	100	8	7	62	77	58	79	66	78	72	69	76	69
Other (Vol.)	7	6	8	11	8	6	5	53	1	0	0	0	11	6	12	6	10	6	7	8	4	9
Don't know (Vol.)	2	2	2	4	2	1	2	5	0	0	0	0	2	0	2	0	1	0	2	4	3	2
Refused (Vol.)	2	1	2	3	2	1	2	2	1	0	0	0	1	2	0	2	0	1	1	5	4	1

78. Were you born in the United States?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Yes	85	89	83	80	82	88	89	43	93	94	89	56	81	89	79	90	84	90	85	86	90	84
No	12	9	15	17	17	10	8	56	7	6	11	44	18	10	20	9	15	10	13	9	7	14
Don't know (Vol.)	2	2	2	3	1	1	2	2	0	0	0	0	1	0	1	0	0	0	1	4	2	2
Refused (Vol.)	1	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	1	0

79. Does your household rent or own your house or apartment?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Rent	28	31	26	48	32	22	18	54	25	23	53	30	43	23	100	0	44	20	31	21	18	32
Own	68	65	70	49	65	75	77	45	73	75	46	70	55	75	0	100	54	80	67	71	76	65
Other	1	1	1	1	0	0	2	1	1	1	1	0	0	1	0	0	1	0	1	0	0	1
Don't know (Vol.)	2	2	2	3	1	2	2	0	1	1	0	0	1	0	0	0	0	0	1	4	3	2
Refused (Vol.)	1	1	1	0	2	1	2	0	1	1	0	0	1	1	0	0	0	0	1	4	3	1

Appendix D: Refinement Survey Databook

80. Is your total household income less than \$50,000?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
Yes	41	39	43	44	34	37	52	57	40	38	62	25	69	31	65	33	100	0	41	42	40	42
No	48	51	45	46	55	55	32	38	50	52	37	58	22	60	33	56	0	100	51	38	42	50
Don't know (Vol.)	5	3	6	7	5	4	5	3	4	4	0	4	6	3	2	4	0	0	4	9	8	4
Refuse (Vol.)	6	6	6	3	5	5	11	2	6	5	1	13	3	6	0	7	0	0	4	11	10	5

81. Is it less than \$25,000?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	418	173	245	56	51	147	164	47	370	298	74	8	200	218	162	249	418	0	302	109	110	308
Base (n-size, weighted)	414	177	237	94	60	142	118	69	344	274	78	11	201	213	184	224	414	0	307	100	100	315
Yes	50	46	52	44	51	54	48	63	47	46	56	21	54	45	56	44	50	0	46	58	50	50
No	48	53	45	54	49	43	50	37	50	51	44	79	44	52	44	53	48	0	52	38	47	49
Don't know (Vol.)	2	1	2	2	0	1	3	0	2	2	0	0	2	1	0	3	2	0	1	2	2	1
Refused (Vol.)	0	0	0	0	0	1	0	0	1	1	0	0	0	1	0	1	0	0	0	1	1	0

82. Is it more than \$75,000?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	470	230	240	60	85	220	105	29	441	389	43	14	63	407	81	387	0	470	372	92	107	363
Base (n-size, weighted)	479	232	247	99	96	210	73	45	434	374	46	26	64	416	94	384	0	479	384	90	105	375
Yes	64	67	61	70	69	64	49	59	64	66	49	57	47	66	56	66	0	64	64	64	65	63
No	33	30	35	29	29	32	45	41	32	31	47	36	51	30	42	31	0	33	33	31	32	33
Don't know (Vol.)	1	0	1	0	0	1	2	0	1	0	4	0	2	1	2	0	0	1	1	1	1	1
Refused (Vol.)	3	2	3	1	3	3	4	0	3	2	0	7	0	3	1	3	0	3	2	4	3	3

Appendix D: Refinement Survey Databook

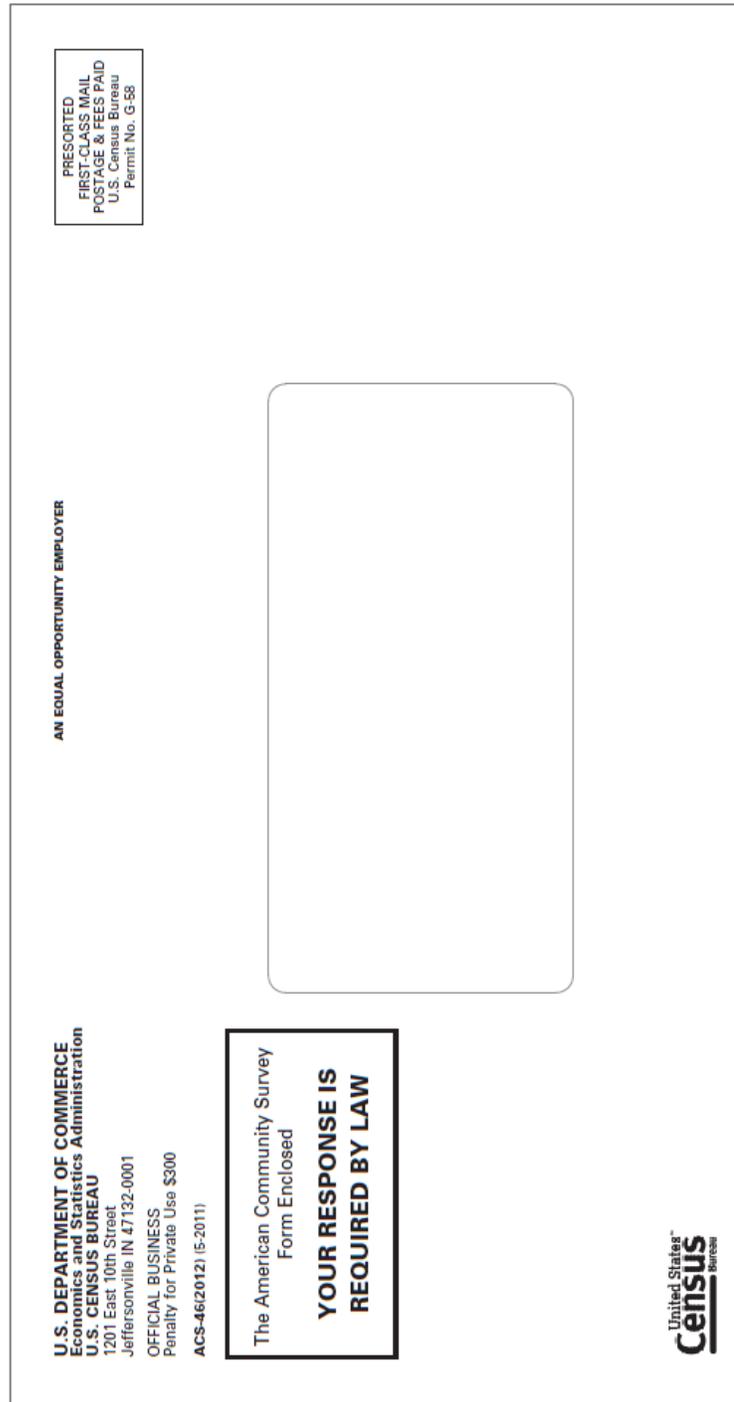
83. Is it more than \$100,000?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	294	151	143	42	59	141	52	16	278	250	21	8	29	265	44	250	0	294	232	58	69	225
Base (n-size, weighted)	306	155	151	69	66	135	36	27	279	248	23	15	30	276	52	254	0	306	245	58	68	238
Yes	56	59	52	59	59	55	47	55	56	57	43	72	39	57	54	56	0	56	60	40	45	59
No	39	34	43	34	37	40	46	45	38	36	57	28	55	37	38	39	0	39	35	52	44	37
Don't know (Vol.)	2	3	1	4	2	1	2	0	2	3	0	0	3	2	5	2	0	2	2	3	5	1
Refused (Vol.)	4	4	3	2	3	4	6	0	4	4	0	0	3	4	4	4	0	4	3	6	6	3

84. Is it more than \$150,000?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	160	87	73	25	34	77	24	9	151	138	10	6	11	149	24	136	0	160	135	25	31	129
Base (n-size, weighted)	170	92	79	41	39	74	17	15	156	142	10	11	12	159	28	142	0	170	147	23	31	140
Yes	46	44	50	41	44	51	44	81	43	46	11	60	61	45	42	47	0	46	47	45	44	47
No	51	55	47	59	53	46	52	10	55	51	89	40	39	52	53	51	0	51	53	41	45	53
Don't know (Vol.)	1	2	1	0	4	1	0	10	1	2	0	0	0	1	5	1	0	1	0	10	8	0
Refused (Vol.)	1	0	2	0	0	1	4	0	1	1	0	0	0	1	0	1	0	1	0	4	3	1

85. Income	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black/AA	Asian	HS or less	At least some college	Rent home	Own home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1005	452	550	129	152	401	322	80	899	763	118	26	289	692	247	715	418	470	735	251	266	739
Base (n-size, weighted)	1005	452	552	216	175	385	228	121	860	714	125	45	292	691	283	682	414	479	749	239	251	754
<25k	20	18	23	19	18	20	25	36	19	18	35	5	37	14	36	14	50	0	19	24	20	21
25k-50k	20	21	19	23	17	16	26	21	20	20	27	20	30	16	28	17	48	0	21	16	19	20
50k-74k	16	16	16	13	16	18	15	15	16	16	17	21	11	18	14	17	0	33	17	12	13	16
75k-100k	12	12	12	11	14	14	7	10	12	13	10	9	6	15	7	14	0	25	11	12	12	12
100k-150k	9	11	7	11	12	9	4	1	10	10	7	9	2	12	5	11	0	18	10	4	5	10
>150k	8	9	7	8	10	10	3	10	8	9	1	14	2	10	4	10	0	16	9	4	5	9
Undetermined	16	14	17	14	15	14	21	6	15	14	2	21	12	15	5	16	2	8	12	27	26	12

**APPENDIX E: EXAMPLE ACS ENVELOPE AND POSTCARDS**

The following are example envelopes and postcards for the ACS in FY2012. For a full description of the ACS mail package, see Jennifer Tancreto's 2012 *Evolution of the ACS Mail Package*.



Appendix E: Example ACS Envelope and Postcards

ACS-20S(2013) (2-2012)



**UNITED STATES DEPARTMENT OF COMMERCE**  
Economics and Statistics Administration  
**U.S. Census Bureau**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

Dear Resident:

A few days ago, you should have received instructions for completing the American Community Survey online. If you have already responded, thank you. If you have not, please do so as soon as possible at **<https://respond.census.gov/acs>**. If we do not receive your response, we will mail you a paper questionnaire in a few weeks.

Local and national leaders use the information from this survey for planning schools, hospitals, roads, and other community needs.

If you need help completing the survey or have questions, please call our toll-free number (1-800-354-7271).

Sincerely,



Robert M. Groves  
Director

ACS-23(2013) (5-2012)



**UNITED STATES DEPARTMENT OF COMMERCE**  
Economics and Statistics Administration  
**U.S. Census Bureau**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

A message from the Director, U.S. Census Bureau . . .

Within the last few weeks, the U.S. Census Bureau mailed an American Community Survey questionnaire package to your address. **You are required by U.S. law to respond to this survey.** The Census Bureau is required by U.S. law to keep your answers confidential. If you have already responded, thank you. If you have not, please complete the questionnaire and send it now, or complete the survey online now at <https://respond.census.gov/acs>.

**Your response is critically important to your local community and to your country.** If you do not respond, a Census Bureau interviewer may contact you by personal visit to complete the survey.

If you would like to complete the survey by telephone or need assistance, please call our toll-free number (1-800-354-7271).

Thank you.